TECHNOLOGY DEPT:

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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MARCH 16, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

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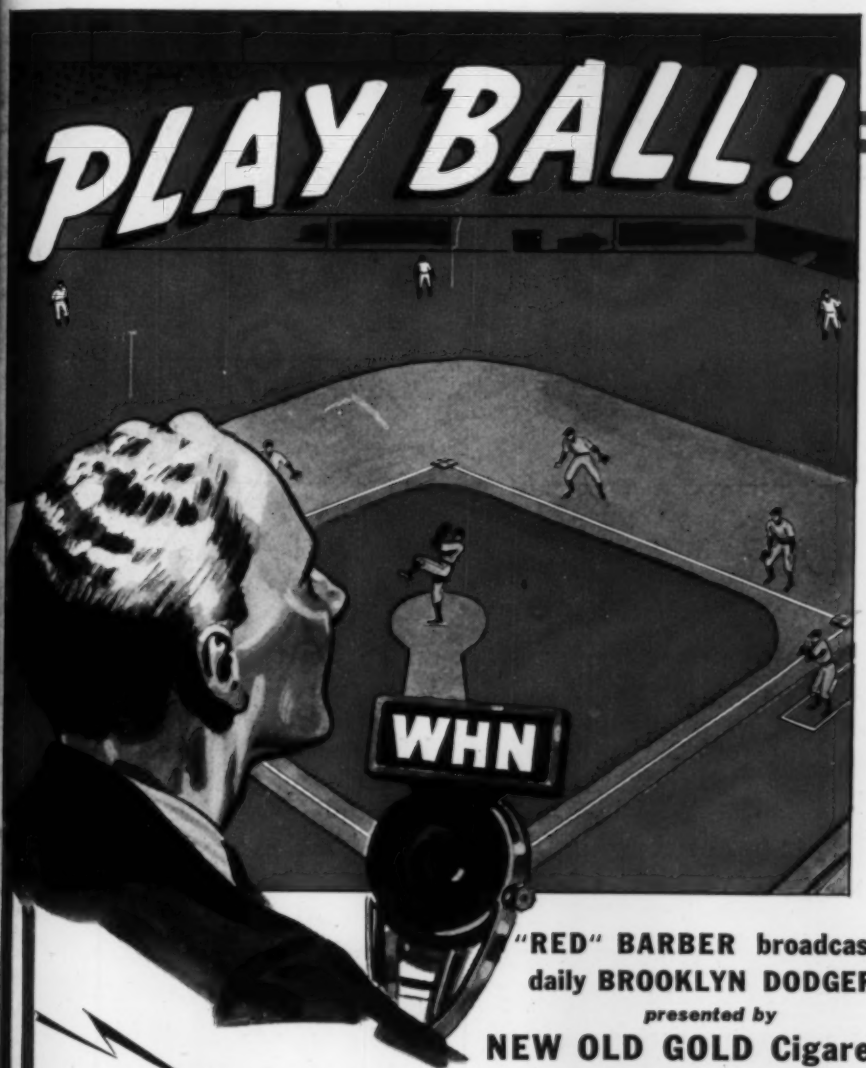

"RED" BARBER broadcasts daily BROOKLYN DODGERS
presented by
NEW OLD GOLD Cigarettes
Exclusive on

Once again those amazing unpredictable Dodgers take to the field to pick up another pennant in 1942!

And once again it's the fan's favorite, "RED" BARBER, broadcasting every game — at Ebbets Field and away—as only he can.

But it's a *new station* this year ...and it was easy for Old Gold to pick the station which they knew from experience would do the most effective selling job. By experience we mean two solid years of broadcasting with continually increasing results.

Maybe *America's most powerful independent station* belongs in the lead-off spot at the top of your station line-up.

1540 BROADWAY
BRYANT 9-7800

CHICAGO OFFICE
360 N. MICHIGAN
RANDOLPH 5254

WHN

50,000 WATTS
1050 KILOCYCLES

In a world at war

BUSINESS AS USUAL? . . . Hardly! We'd say that it's a "topsy-turvy" business, at best.

Unprecedented requirements for our military services . . . as well as for the armies and navies of the United Nations . . . have transformed our normal surpluses into acute shortages.

However, despite many severe curtailments, our regular clients have not been unduly inconvenienced, and every possible effort is being made to continue serving them.

You can help us expedite such deliveries by scheduling your requirements for the future, NOW . . . and by forwarding priorities extension certificates, whenever these are available.

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET **BROOKLYN, NEW YORK**

TODAY . . . *more than ever*

your LIBRARY SERVICE

is A NECESSITY!

NOW, in wartime, a good library service is more essential than ever before:

You are on the air more hours, particularly early morning and after midnight, when good music is indispensable.

Your schedules may be unsettled or broken into, and a library service can be depended upon to maintain your high standards of programming.

Your staff may be reduced, and when every man-minute counts, the simplified filing system, which *only* a good library service can give you, will enable you to build programs and locate and assemble discs with minimum effort.

"Keep 'em spinning" and you'll keep 'em smiling with the best musical entertainment possible—your library service.

★ *Standard Radio*

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.

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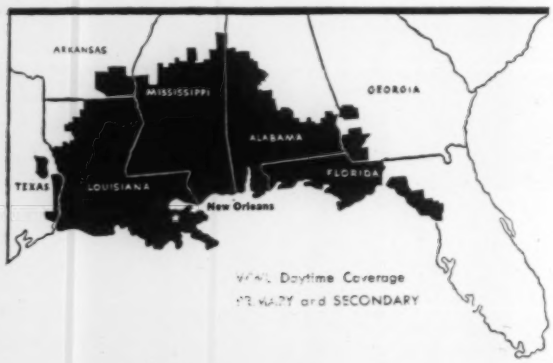
Mail from Montreal

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Every mailbag at WWL is sprinkled with letters from distant fans scattered throughout the world. We don't merchandise our steady listeners in Canada, the West Indies or Alaska.

But we *do* know that here in the Deep South, the dominant medium is the powerful, prestige-carrying 50,000 watt clear-channel voice of WWL, New Orleans.

The greatest selling POWER
in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

MARCH 16, 1942

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PSST! WANT A PAN MADE OF GENUINE **ALUMINUM?**

Buy KFAB, instead. More durable. Never rusty. A shining favorite of men and women listeners in the farm areas throughout Nebraska and her neighboring states. Gives advertisers priority on the coin and folding lettuce in these active markets. KFAB isn't rationing its time . . . yet. But better call, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

THE Fifth ESTATE

PROPAGANDA?

LET'S get straight on this matter of propaganda.

Too few of us know what it is and too many of us think Nazi propaganda is the only propaganda.

The Axis, has changed its meaning like that of censorship to mean, infamous lies, half truths, and products of vivid imaginations of fiendish minds.

So when one hears that the radio stations in America are "full of propaganda," the Fifth Estate becomes at once the object of misunderstanding, calumny and aspersion.

Propaganda, as any dictionary will tell you, is nothing else in the world but a method of spreading a particular doctrine or system of principles. Thank Heaven, we can propagandize forever about America, Democracy and the American way of life, tell absolute whole truths and never be able to tell all of the many advantages of the American way of life.

There is a lot that can be said about this country that we love from the cradle to the grave, and Radio is going to tell all it can. The salient factor of American Propaganda is that our truths will triumph over the infamous lies of the Axis war lords, completely, giving all people a right to live as free men and women.

The difference between Nazi propaganda and American propaganda is the difference between Mein Kampf and the Bible.

WSM is proud that as a part of the great Fifth Estate, it is fostering national unity, strength, and courage by spreading the principles of Democracy and Americanism. For, without this "propaganda," there would be no unity . . . without Unity no Victory.

HARRY L. STONE, Gen'l. Mgr. NASHVILLE TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

TRY THIS INTRODUCTORY PACKAGE

The only way you can tell what *network* radio will do for you is to *try network* radio. There just is no equivalent. But it doesn't require a coast-to-coast investment.

By making your network radio test on Columbia Pacific, you can buy an actual "introductory package" of network radio—a *regional* network which closely mirrors *nationwide* conditions.

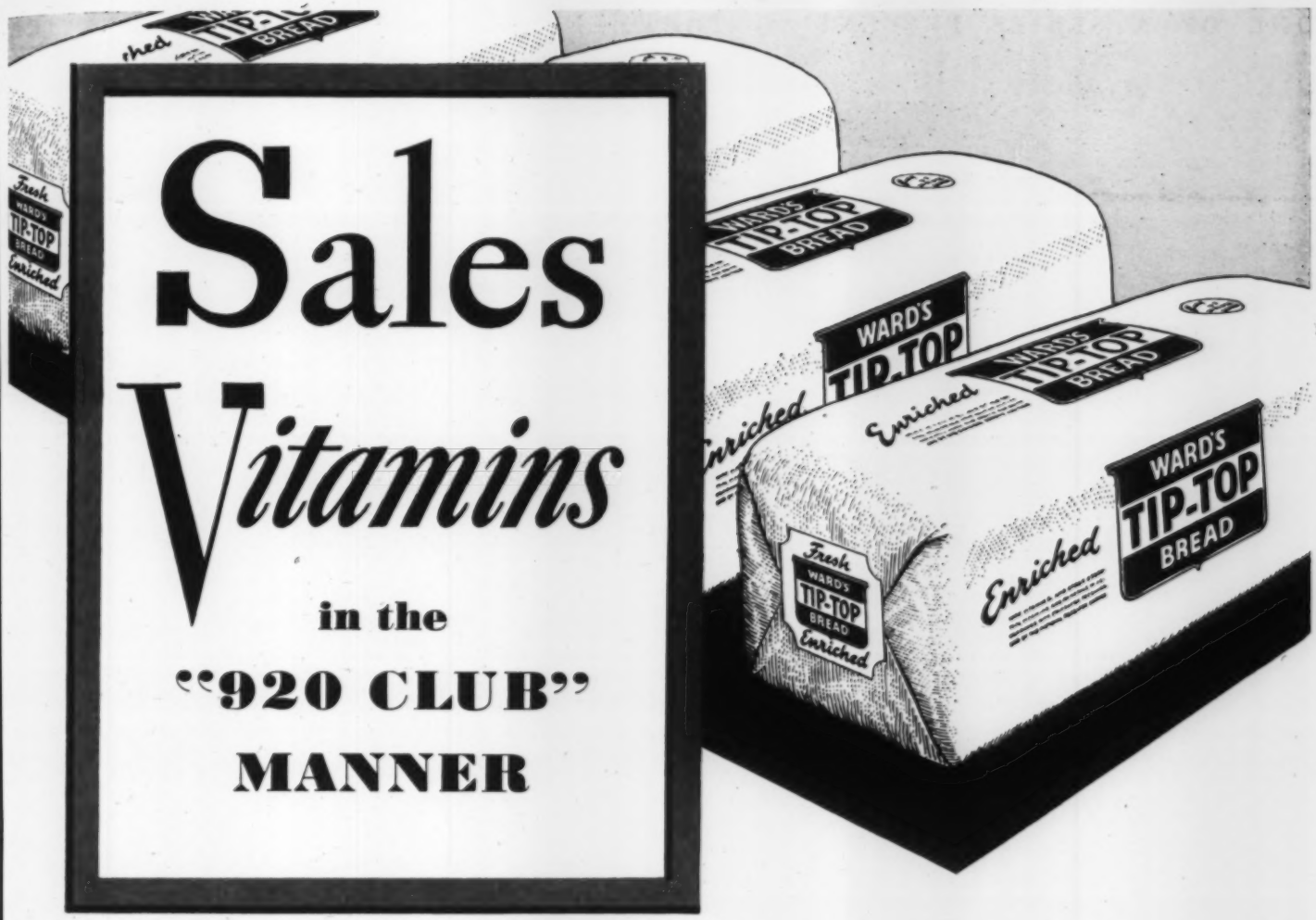
At the right are the reasons why the West will give you accurate, dependable answers as no other section can. Study them. They will show you why the economical, the *practical* way to prove out network radio is to "try the West, then add the rest."

TRY THIS INTRODUCTORY PACKAGE . . . Coast network radio combines these eight necessary radio test factors: (1) TOP-CALIBRE PRODUCTION from Hollywood, Western production center for all networks. (2) WESTERN NETWORKS ARE "BASIC," carry *all* coast-to-coast programs. Your program gets true network sequence and competition. (3) WESTERN LISTENERS ARE NETWORK-CONDITIONED. Your radio program will be judged by listeners accustomed to the best. (4) ALL LISTENER TYPES. Audiences include city, farm homes; class and mass markets. (5) MEASURED AUDIENCES. C. E. Hooper counts your listeners. (6) NO OUTSIDE CONFLICTS. Other regional campaigns do not penetrate the far West. (7) ISOLATED MARKET. Sales areas are sharply defined. (8) LOW TIME COSTS—only one-tenth of full coast-to-coast rates.

COLUMBIA PACIFIC NETWORK

A Division of the Columbia Broadcasting System • Palace Hotel, San Francisco—Columbia Square, Los Angeles • Represented nationally by Radio Sales, New York, Chicago, St. Louis, Charlotte

CBS



Sales Vitamins in the "920 CLUB" MANNER

FOR the third successive period, the bakers of Enriched Tip-Top bread have renewed their "membership" as a 920 Club participant. While this may be impressive as a success story, we admit that it is not entirely unique. But what is extraordinary, however, is the magnitude of the response which leads the bakers of Enriched Tip-Top bread to continue to be a 920 Club regular. This low cost station is doing a major job for some of America's leading products who consider it a "discovery" in the radio field. They are learning what local advertisers have long known . . . that WORL has built a definite personality that makes people listen.

"920 CLUB"

A Participating Program
Write for information

WORL

BOSTON, MASS.

One of America's Greatest Local Radio Programs

ONE OF A SERIES PRESENTING THE MEN WHO MAKE SONOVOX SERVICE

Four years,
University of California

Since 1919,
Commercial radio operator

Two years,
High voltage X-ray engineering

Since 1928,
Motion picture work

Now doing Sonovox consultation and development work in connection with important radio and defense projects.

Introducing GILBERT WRIGHT, inventor of Sonovox!

How true it is that man's Fate hangs but by a hair! Shaving under his chin, one day, Gilbert Wright discovered the basic acoustic principal that led to his invention of Sonovox. Thus literally "by the beard of his chin", Gil became the father of *talking and singing* sound—certainly one of the most astounding developments in the radio world.

"Astounding?" Yes! From all over America come indications of such audience-reaction as you have never heard before. Distributors of Sonovox-advertised products are writing in to their home offices reporting vastly-increased sales, and begging for information about Sonovox. Dealers are putting receiving sets into their stores, to hear the Sonovox announcements. Consumers are demanding to know what this new radio-technique is all about!

Yes, Gilbert Wright and his beard have certainly *started something!* If you want to know all the facts, write to the nearest Free & Peters office, shown below. An audition will gladly be arranged for you.

WRIGHT-SONOVOX, INC.

CHICAGO . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 247 Park Ave. Plaza 5-4131 | SAN FRANCISCO: 111 Sutter Sutter 4353 | HOLLYWOOD: 1512 N. Gordon Gladstone 3949 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 11 WASHINGTON, D. C., MARCH 16, 1942 $5.00 A YEAR—15c A COPY

Move to Revamp NAB Gets Under Way

4th District Urges Board to Probe Activities

FULL-SCALE reorganization of the NAB, which may involve the future status of its president, Neville Miller, as well as other headquarter staff officials, is being advocated by a formidable group of broadcasters because of dissatisfaction over the trade association's activities.

While veiled hints have been given for several months about a housecleaning, the first tangible step came March 7, when the 4th District NAB meeting at Roanoke adopted a resolution memorializing the full board to appoint a committee to study the management, structure, and finances of the trade association, looking toward "greater unity, economy and efficiency." The full board meets in New York this Thursday and Friday (March 19-20) and will consider the resolution, among other things.

Defense Problem

Industry unrest over NAB leadership has been manifest since the last NAB convention in St. Louis, which resulted in an open break between Mr. Miller, FCC Chairman James Lawrence Fly and other leading industry figures. Since then, Broadcasters' Victory Council was formed, made up of representatives of each of the trade groups in broadcasting, for the avowed purpose of rehabilitating industry relations with Government during the war emergency.

Mr. Miller, on the premise that only "practical broadcasters" should serve on the council, was excluded from membership, with the NAB represented by John E. Fetzer, WKZO, Kalamazoo, as chairman of the trade association's Defense Committee.

Proponents of full-scale reorganization propose to crystallize their plans at the forthcoming NAB convention in Cleveland, May 11-14. Mr. Miller is under contract until June 30, 1944, his term having been extended one year at each of the last two conventions.

It is an open secret that Mr. Fly favors a reorganization of the NAB. Moreover, he endorsed the creation of the Broadcasters' Victory Council, which in some quarters was regarded as a rebuff to NAB.

BVC, headed by John Shepard 3d, president of the Yankee Network, is regarded as an interim organization to cover the Washington regulatory front until the reorganization is effected. Mr. Shepard has publicly stated that BVC will be dissolved if the reorganized NAB meets the requisities prescribed by the Council.

Those who foster the NAB housecleaning, along broad lines, urge:

1. That the major networks be relegated to associate rather than active membership and that no network executive, employe or official be permitted to serve on the board of directors.

2. That new leadership be infused in the NAB, probably through restoration of a practical broadcaster as president.

3. That economies be effected in NAB operation with certain of its present activities discontinued.

4. That experienced "legislative counsel" be retained to handle Congressional contacts and other Washington-front activities.

5. That the association be streamlined and placed on a war footing, with non-essential peacetime pursuits eliminated.

Purported network domination of the NAB, repeatedly attacked by Chairman Fly, is one of the keynotes of the reorganization crusade. NBC already has expressed its willingness to accept associate rather than active membership. CBS, on the other hand, has maintained that networks are entitled to active membership because of their important status in the industry.

MBS, third of the national networks, has been at loggerheads with the NAB since before the St. Louis convention episode, and many of its important affiliates already have dropped out of the association. It has repeatedly disclaimed NAB's position as industry spokesman, asserting that the NAB has never represented the interests of MBS affiliates. This stemmed from NAB's opposition to the so-called network-monopoly rules, now in litigation.

Support for NAB

Despite the move toward reorganization, with President Miller in the center of the controversy, there is strong industry sentiment, particularly in the less populous

Taylor Takes Victory Council Post

Texan Assists Shepard As Capital Liaison For Groups

IMPLORED by both industry and Government figures to pitch in, O. L. (Ted) Taylor, president and general manager of the Taylor-Howe- Snowden stations in Texas, arrived in Washington last Friday to become executive secretary of Broadcasters Victory Council, a coalition of industry trade groups set up to maintain liaison with the Government.

Mr. Taylor, a director of the NAB and a member of its executive committee, fills a post created by the Council upon its formation last January. He will serve with John Shepard 3d, Council chairman, and remain on the Washington scene for three weeks each month. Mr. Shepard, who has been in Washington since formation of the Council, intends to spend one or two days a week there, devoting the balance of his time to directing the affairs of the Yankee Network, of which he is president.

Supporter of NAB

A strong proponent of NAB as the single industry trade association, Mr. Taylor was prevailed upon to accept the BVC appointment in the interest of the industry. He is for certain changes in the by-laws of the NAB at the NAB Cleveland convention in May.

In addition to Messrs. Shepard and Taylor, BVC members are George B. Storer, Fort Industry Co., vice-chairman, and president of NIB, who originally proposed the Council; James D. Shouse, Crosley Corp. vice-president, representative of the Clear Channel Broadcasting Service; John E. Fetzer, WKZO, Kalamazoo, NAB director and chairman of its National Defense Committee, NAB representative; Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.; Walter J. Damm, WTMJ, Milwaukee, president of FM Broadcasters Inc.

New BVC Executive

O. L. TAYLOR

Mr. Taylor, it is understood, was urged by members of BVC to take over the executive secretaryship. He will serve without salary, as does Mr. Shepard.

Gene Howe, chairman of the board of the four-station chain and four newspapers owned by the group, authorized Mr. Taylor to assume the post and take a temporary leave of absence from the organization, it is understood. Stations in the group are KGNC, Amarillo; KTSA, San Antonio; KFYO, Lubbock; KRGV, Weslaco.

Mr. Taylor has been active in NAB affairs virtually since he first became interested in radio in 1934. He became president of the Texas

(*Continued on page 54*)

NAB Should Be Converted to Wartime Basis—*An Editorial*

IT IS UNFORTUNATE that the NAB must undergo a stem-to-stern housecleaning in these tense times. Nothing can be gained by rehashing the provocations that make a change necessary. There's anything but unity in the industry. Without a reorganization, the result can be all but fatal.

In many ways the NAB has done a good job. Copyright, for example. But it lacks recognition in certain quarters in Washington. Personal animosities have superseded best industry interests. FCC Chairman James Lawrence Fly, who also sits as chairman of the war-born Defense Communications Board, has in effect refused to recognize NAB President Neville Miller as the industry spokesman. Such a situation, in wartime, is untenable.

We do not condone Mr. Fly's actions or attitudes. Nor do we condemn Mr. Miller. His entire energies since he took office in 1938 as the NAB's first paid president have been directed to defense of the industry against undue regulatory encroachments. The fact remains, however, that the NAB as now constituted is *persona non grata* in important Washington quarters. It is no secret that certain industry interests, in the light of the war, have found it expedient to alter their positions toward Mr. Fly, new legislation and the NAB.

Since the ill-starred NAB convention in St. Louis last year there has been an ever-widening breach in the industry. A rash of new trade groups has broken out. Chairman Fly has fostered anti-NAB activity—properly or not.

The industry would have suffered even worse had it not been for the formation of Broadcasters Victory Council. It has supplanted NAB in maintaining official liaison with the war agencies. Because Chairman Fly likes BVC, and dislikes NAB, the latter has been able to keep things moving.

BVC an Interim Expedient

The BVC is serving as a voluntary interim organization until NAB is reorganized. Chairman John Shepard 3d, avowedly a pro-NAB, single-trade-association man, volunteered to take over the chairmanship. Now O. L. (Ted) Taylor, a member of the NAB board and executive committee, and an outspoken opponent of rump movements in the industry, has taken leave from his Texas stations to serve as executive secretary of BVC. A majority of the members of BVC are serving with the conviction that the organization should not remain permanent, but that the industry must have new leadership in Washington.

The NAB board meets in New York this week. It will consider the resolution of the 4th NAB district that the management, structure and finances of NAB be studied looking toward "greater unity, economy and efficiency". It probably will order the study, with action at the Cleveland convention or sooner.

Now more than ever before radio must have wise leadership. The NAB should be streamlined and placed on a wartime basis. There should be post-war planning for radio, just as there is post-war planning for Government. There will be FM, television and other new services after the war. And there will be a new economic order.

Commission members and chairmen come and go. It won't always be this way. But radio, under efficient leadership and management, will remain. Radio has been fighting windmills since St. Louis. The facts are clear. The job can be done at Cleveland in May.

---

areas, for continued support of the NAB as at present constituted. This has been reflected in repeated actions of the NAB district meetings, pledging support to the association and giving Mr. Miller a vote of confidence.

The highly successful campaign waged by Mr. Miller in the copyright battle since he assumed office in 1938 has won the plaudits of rank and file broadcasters, and even those now fostering reorganization concede that the almost impossible was achieved in subjugating ASCAP and in building Broadcast Music Inc. as a topflight competitor in the music field.

Some conversation has centered around buying out Mr. Miller's present contract should the membership, at the forthcoming Cleveland convention, decide on a complete reorganization which would entail new leadership and possibly the return of a broadcaster-president.

Opposition Lines Forming

With the die cast by virtue of the 4th District resolution, opposition lines are expected to be formed quickly. There are those in the industry who feel that Chairman Fly has insinuated himself into purely industry affairs without proper basis. Even though he admittedly has personal grievances with Mr. Miller because of the St. Louis incident and with certain network officials because of the chain-monopoly regulations, this school feels he has no right to foster reorganization of the trade association or to advise and counsel on matters other than the purely regulatory aspects of the FCC's work.

The resolution adopted at Roanoke was drafted by a committee of representative broadcasters and approved in executive session. The discussion, it is understood, centered around Mr. Miller's difficulties in dealing with certain Washington officials, notably Chairman Fly, a proposed increase in the NAB budget from approximately $250,000 to some $300,000 for the current year, and the status of certain staff executives of the NAB.

Contract Renewal

Several broadcasters, it is reported, freely express the view that in trade association work top officials outlive their usefulness. The cycle usually runs two or three years, it was pointed out. Mr. Miller, the industry's first paid president, was retained in 1938. A lawyer by profession, he earned a national reputation as Louisville's "flood mayor".

Mr. Miller was appointed for a three-year term. At the San Francisco convention in 1940, however, his term was extended from 1942 until 1943, with an increase in salary from $25,000 per year to $35,000 per year, plus $5,000 in allowances. At the ill-fated St. Louis convention, his term again was extended until 1944, with the same salary.

The resolution adopted at the Roanoke meeting reads:

> "Resolved, it is the sense of the 4th District membership assembled at Roanoke, Va., on March 7, 1942, that the Board of Directors of the NAB immediately appoint a committee to make a study of the management, structure and finances of the NAB, looking toward greater unity, economy and efficiency.
>
> "And be it further resolved, that the committee make its report setting forth its recommendations in detail to the membership at the 1942 Cleveland convention."

UP EARLY and late for commercial broadcasts, Norman Ross, announcer of WMAQ, Chicago, sandwiches air patrol duty over the Chicago Loop north to the Illinois-Wisconsin line along Lake Michigan. Ross, a former Olympic swimming champ and aerial acrobatics instructor in the last World War, has been appointed commander of Squadron I of the Civil Air Patrol in Illinois of about 100 civilian pilots in the Evanston area.

Advance Discussion

The preponderant view on BVC is for reorganization of the NAB, rather than its dissolution. Mr. Shepard already has announced that, in compliance with NAB bylaws, a proposed amendment to the bylaws regarding qualification for membership will be dispatched to all stations 30 days in advance of the Cleveland convention, or by April 11.

Basically, the plan is to propose that no employe or officer of a national network be eligible to serve on the board, with the networks themselves relegated to associate membership along with station representatives, transcription companies, manufacturers and other non-independent station operators. Presumably, managed and operated stations of the networks would be eligible for active membership. Directors of networks, as distinguished from officers and employes, might be qualified for directorships on NAB.

Before the full NAB board of 28 members meets in New York this week, the wires will burn on the reorganization proposal. As in the past, certain board groups are expected to meet in advance the regular session to devise their plans.

Membership of BVC is preponderantly in favor of retention of the NAB structure, but with a reorganization. All of its members do not agree, however, on the degree of reorganization deemed essential. All are agreed that a more amicable relationship should exist between Government and the industry and that as things stand now this cannot be accomplished with the present organization of the association unless there are unforeseen changes on the FCC.

In addition to Mr. Shepard, who favors retention of a reorganized NAB, Messrs. James D. Shouse, WLW-WSAI, Cincinnati; John E. Fetzer, WKZO, Kalamazoo, and O. L. (Ted) Taylor, KGNC, Amarillo, are proponents of a reorganized NAB. All three are NAB directors. Mr. Taylor became executive secretary of the BVC on an interim basis last week.

George B. Storer, president of the Fort Industry Co., who was pre-

(Continued on page 53)

Renewals Brighten Network Prospects

Fewer Cancellations by Sponsors; Gains in Spot Noted

CHANGES in the network pictures took a more optimistic turn last week, with a total of seven renewal contracts and a small number of cancellations due for the most part to the end of seasonal campaigns rather than to wartime rationing.

NBC reported the largest increase in business, together with sponsorship of *Dr. I. Q.* by Vick Chemical Co. April 6, the week after the former *Dr. I. Q.* sponsor, Mars, Inc., relinquishes the show. Vick is currently sponsoring *The Nicholls Family of Five* on NBC, but will give us that program for its cold remedies at the end of the cold season in March, probably promoting its vitamin products on *Dr. I. Q.*

Many Renewals

General Mills this week is reshuffling its serial programs on NBC, moving *Hymns of All Churches* and *Betty Crocker* from CBS to NBC to fill out the 2-3 p.m. period Monday to Friday with *Light of the World, Arnold Grimm's Daughter* and *Guiding Light.*

Renewals on NBC included Cudahy Packing Co., *Helpmate*, for 52 weeks, through Blackett-Sample-Hummert; International Salt Co., *Wifesaver*, for 13 weeks, through J. M. Mathes Inc.; Bell Telephone System, *Telephone Hour*, 52 weeks, through N. W. Ayer & Son; General Foods Corp., which plans to continue *Coffee Time*, with Fanny Brice and Frank Morgan, through the summer, instead of taking the program off for a 13-week vacation as in the past. On June 4, General Foods will promote Post Toasties on the program instead of Maxwell House Coffee, product affected by the canning restrictions. Agency is Benton & Bowles.

Another seasonal advertiser, Sloan's Liniment, which sponsors *Gang Busters* on the BLUE, will reach the end of its contract April 3 and will discontinue the program. Pan-American Coffee Bureau also plans to go off the BLUE April 5 with its series of talks by Mrs. Roosevelt, but will probably continue using radio for the iced coffee season with a campaign of spot announcements on 8 or 10 stations, according to Buchanan & Co., the agency.

Although General Foods will replace *We, the People* with *Duffy's Tavern* March 17 on CBS in the interest of Sanka Coffee, another client of Young & Rubicam, Gulf Oil Co., was reported last week to be interested in continuing the former show on CBS.

April 1, Lever Bros. Co. is taking the *Meet Mr. Meek* program out of the Wednesday 8-8:30 p.m. period on CBS but, according to its agency, Ruthrauff & Ryan, has not yet decided whether it will relinquish the time or fill it with a new program.

Mutual received one renewal last week when Gospel Broadcasting Assn. signed a year's contract for its Sunday evening *Old Fashioned Revival.* A rumored war casualty may be the MBS *Bulldog Drummond series*, which is reported leaving the air March 22 because of the wool shortage affecting its sponsor, Howard Clothes. This was not confirmed by the agency, Redfield-Johnstone.

Dried Soups Progress

Progress in the field of dehydrated soups was reported last week by Thomas J. Lipton Inc., which stated that its subsidiary, Continental Foods Inc., has shown such an increase in the sale of its dried soup that further expansion is planned for 1942 in the field of advertising, although no definite plans have been announced as yet. The product has been promoted occasionally with announcements on the CBS *Bright Horizons* show, sponsored by Swan Soap, through Young & Rubicam.

G. Washington Coffee Refining Co., which produces both dehydrated broth and soup, already is using radio for the products. Since last fall, it has sponsored *Marjorie Mills*, on the Yankee Network, *Nancy Craig*, on WJZ, New York, and *June Baker* on WGN, Chicago, for its broth, and since the first of the year, has started an intensive campaign in Philadelphia for its dried coffee, including *Lawyer Q*, half-hour weekly program testing on WCAU; one-minute Yiddish announcements on WDAS, and *Ruth Wiles'* program on KYW.

In anticipation of the tin shortage, General Foods in its annual report, stated that Maxwell House began packing a portion of its production in glass jars in July, 1941, and since then additional glass packing lines have been installed. GF also is continuing to seek various suitable substitute packaging materials for its products, having also developed in 1941 such a substitute as domestic emulsifiers to replace Japanese wax and for domestic perfumes. These are used in Latina and LaFrance, GF laundry aids, the report says.

Gain in Spot Accounts

NBC's national spot and local sales during the first two months of 1942 has reported a "healthy increase", according to James V. McConnell, manager of that division, who stated that "greater expenditures may be expected for advertising new packaging as well as products which are being brought out as substitutes for others affected by priorities.

"There is a noticeable increase in time sales to strictly local accounts. Local payrolls are higher than ever before with the result that the lower income bracket will this year be able to afford many purchases that they have been unable to make in previous years . . . Considering the flexibility of spot radio, present advertisers will continue to look to it as an essential medium and schedules from news sources give every indication of being sufficient to offset any casualties resulting from priorities."

In line with Mr. McConnell's observations on the "flexibility" of spot radio, all spot business seems to be on the upturn, although contracts are being signed on a shorter term basis. National Biscuit Co., for instance, which starts a spot campaign for NBC Bread March 16 in 20 markets, is signing all schedules on 13-week clauses, while last year the company placed 26-week contracts for a similar campaign.

Pacific Coast Placements Rise As Listening Expands Sharply

Sponsors Take Advantage of Payroll Increases To Use Both Network and Spot Schedules

RADIO LISTENING on the West Coast took an impressive upward turn in the two months following the Jap attack on Pearl Harbor, according to figures compiled by Robert McAndrews, NBC western division sales promotion manager, from the C. E. Hooper Inc. survey.

Daytime listening audiences showed a 20% increase for January and February, 1942, over November, 1941, according to McAndrews. Nighttime audiences showed a 10% rise for the same period.

He pointed out that 17 news commentary programs included in the survey showed an increase in listeners, only one dropping below pre-war figures. The daytime average rating of news and comment shows was up 28% over the rating of November, last year, according to the all-network survey.

More Funds for Radio

This increased listener interest does not mean that the West Coast population for the most part is huddled in its homes, afraid to venture out to work, shop or play, as is widely held in some quarters. On the contrary, as with practically all thriving areas of the country, war industry is playing a stellar role in the accelerated pace of Pacific Coast prosperity. Pacific Coast people are working more hours. They are also earning and spending more money.

As result, hard-headed business men are "cashing in" on that prosperity, thereby intensifying their

(*Continued on page 48*)

Wentworth Leaves Disc Business to Aid in War Effort

Sells Interest to Cote Who Is Secretary-Treasurer

RALPH C. WENTWORTH, president of Lang-Worth Feature Programs and partner of this company and its affiliated corporations, has resigned from the organization and has sold his stock interest to Emile Cote, well-known musical director. Mr. Wentworth stated that "the motivating factor in this has been my keen desire, which has grown progressively since Dec. 7, to have at least some minor part in the war effort."

Mr. Cote

C. O. Langlois, partner with Mr. Wentworth in the transcription business, becomes president of Lang-Worth Feature Programs and continues to serve in that capacity with Langlois & Wentworth and Lang-Worth Publications. Mr. Cote becomes a full partner in the firm, with the title of secretary-treasurer of the three corporations, which will continue operations under their original names.

Cote Heads Production

In announcing the new partnership, Mr. Langlois said: "Langworth will continue to function in exactly the same capacity as it has in the past. The firm of Langlois & Wentworth will renew its original function as a program producing organization for advertisers and their agenices. Mr. Cote will take over all production work and the staff will be broadly expanded to give him all the assistance he needs in the way of continuity writers and production men."

A radio veteran of nearly 20 years standing, Mr. Wentworth began his career in broadcasting as an announcer for WEAF, New York, in 1924. He was also associated with CBS and was active in the agency end of radio before entering the transcription field some seven years ago.

In announcing his withdrawal from active participation in the industry, he stated: "I was lucky enough in 1924 to get a job in the broadcasting business and I have been at it continuously ever since. I am rather afraid that the habit of broadcasting is going to be difficult to break and whether or not I succeed is still problematical. However, until we are through this war period I do want to at least offer my services to the country in any capacity in which they can be used."

Mr. Cote has been an "associate without portfolio" with Lang-Worth and directed the first vocal programs for the library service.

Fly Opposes Probe at House Hearing

Rules Committee Plans Further Study of Cox Measure

WITH hearings already definitely slated to begin April 14 before the House Interstate & Foreign Commerce Committee on revision of the Communications Act, the House Rules Committee currently is considering the Cox Resolution for an inquiry into the FCC and its personnel. Rep. Cox (D-Ga.) confidently predicted last week his proposal would be reported favorably, with likelihood of concurrent investigations in the House.

Fly Takes Stand

Amid charges that the FCC is shot through with staff members having Communistic leanings, the important House Rules Committee last Thursday opened its preliminary hearing on the Cox resolution. FCC Chairman James Lawrence Fly, accused by Rep. Cox of seeking to "Federalize communications", himself took the stand to oppose the resolution but did not complete his testimony. He is expected to appear again Tuesday (March 17) after which the Committee will be called upon to act on the Cox proposal.

The House Interstate & Foreign Commerce Committee, entrusted with radio legislation, last Wednesday announced it would begin hearings on the Sanders Bill (HR-5497) on April 14. The measure would rewrite the Communications Act and, among other things, set up two autonomous divisions of three members each, one to handle broadcasting and related services and the other common carriers. The chairman would become the administrative officer, with no regular division vote.

Initially the FCC majority had opposed the Sanders measure but after introduction of the Cox Resolution on Feb. 2, went all out in opposition to that and was inclined to accept the Sanders Bill as the lesser of two evils.

Rep. Cox's measure (HRes-426) proposes a five-man select committee to be named by the Speaker to investigate the organization, personnel and activities of the FCC and to determine whether the Commission "is acting in accordance with the law and public interest". A committee counsel would be named, along with a staff of investigators, with witnesses and records to be subpoenaed. It would be a full-scale investigation rather than a legislative inquiry as proposed under the Sanders Bill.

Chairman Lea told BROADCASTING last Thursday that he expected representatives of the Federal Communications Bar Assn. to be the first witnesses before the committee when hearings begin April 14. The association endorsed rewriting of the Communications Act of 1934 and certain of its proposals were incorporated in the pending legislation offered by Rep. Sanders (D-La.).

It is expected that Judge E. O. Sykes, former chairman of the FCC and now a practicing radio attorney, will appear as one of the first witnesses as president of the bar association. Herbert M. Bingham, Washington attorney and former president of the bar association, who was chairman of its legislative committee, also is expected to testify.

Industry Attitude

Support for the Sanders Bill in industry circles has been lukewarm since the outbreak of war. In some industry quarters, the contention is made that war-born legislation might prove onerous in the post-war period, since factors ordinarily not taken into account might be included in the revised law. On the other hand, members of the committee, and notably Rep. Sanders, have pointed out industry leaders have complained about the existing law being antiquated and that it is the duty of Congress to reappraise statutes from time to time, particularly when charges of improper administration have been made.

Favorable action on the Cox Resolution would in no wise disturb the Sanders Bill proceedings, according to committee members. It is entirely possible, should the Cox Resolution be reported favorably, that hearings will be conducted simultaneously. As now written the Cox Resolution covers only the FCC, its personnel and its administration. Previous resolutions introduced for radio investigations have covered the industry also.

Chairman Lea said he would be disposed to ask the FCC, the major networks and probably other entities identified with radio and communications to appear before the committee if they do not voluntarily testify. It is expected the NAB, as well as other trade groups, will be invited.

The California legislator said his committee desires to expedite the hearings but that sufficient time would be permitted for full testimony. The hearings may run from two weeks to a month, it was calculated.

What action might be taken on the Senate side in the light of proceedings in the House in connection with radio regulation was not clear. During the last several years Senator Wheeler (D-Mont.), as chairman of the Senate Interstate Commerce Committee, has taken leadership in originating radio legislation. No new legislation has been enacted, however. The last such move, on the White Resolution to investigate the FCC particularly in connection with its network-monopoly regulations, resulted in a stalemate, with the resolution still pending before Senator Wheeler's committee.

Senate Situation

Possibility that the Senate committee might again go into action was foreseen, though nothing concrete has come from Chairman Wheeler. Several members of the Senate committee are known to be out of sympathy with the Fly regime, alleging he is controlling the Commission with an iron hand and has a tailor-made majority on anything he wishes done.

The hearing on the Cox Resolution last Thursday opened in a surcharged atmosphere. Chairman Fly was present having been invited by Chairman Sabath (D-Ill.). Mr. Sabath repeatedly argued with other committee members when the examination waxed warm.

At the very outset Rep. Cox charged the FCC majority had exerted pressure in attempting to block favorable action on his resolution and had "pulled every political string within reach". He added he was prepared to "make disclosures" of such lobbying activities.

The committee appeared divided on the resolution, with the Republican minority, comprising Fish (New York), Allen (Ill.) and Halleck (Ind.) siding with Rep. Cox. Several Democratic members also appeared to support the resolution.

Wigglesworth's Views

Rep. Wigglesworth (D-Mass.) was called by Rep. Cox as his first witness and supported the resolution. A veteran critic of the FCC and its predecessor Radio Commission, and of purported monopoly in the industry, Rep. Wigglesworth renewed former charges of monopoly reposing in the three major networks and included MBS in the group. He also attacked what he described as "trafficking" in licenses.

When Rep. Cox asked Mr. Wigglesworth whether he was familiar with the "terrible sickening odor that has exuded from the FCC", Chairman Sabath stopped the questioning, calling it improper procedure. He said it was wrong to "smear a Government agency".

Pointing out he had previously introduced a resolution to investigate the FCC, Rep. Wigglesworth said he thought the Cox measure should be broadened to include an inquiry into the industry. He said

(*Continued on page 45*)

YANKEE TO OPEN SIX NEW STUDIOS

YANKEE NETWORK will open six new studios in Boston March 20. Built with special regard for broadcasting needs of FM, the studios have been decorated in clear, modern colors.

One of the new studios is three stories high, built to house a new studio organ weighing 15 tons. First program on this Aeolian-Skinner organ will be played by its designer Francis J. Cronin over an MBS coast-to-coast hookup and will be keyed through WAAB, Boston, at 8:15 p.m. (EWT), March 20.

Other programs celebrating the opening, feature Heinrich Gebbard, pianist and composer, in a half-hour of concert music starting at 9 p.m. exclusively for FM stations. Following this will be another half-hour of music on FM by Bobby Norris, violinist and leader of Yankee's Singing Strings. From 8:30-9 p.m., Mutual's network will salute the Yankee net. From 11:30-12 opening night, Yankee stars will join in a celebration program to be carried over the Yankee and Colonial networks from WAAB and WNAC in Boston.

WAAB Is Granted Move to Worcester, Power Boost; Others Set for Hearing

BECAUSE it has on hand all the necessary materials, WAAB, Boston, owned by the Yankee Network Inc., headed by John Shepard 3d, on March 11 was authorized by the FCC to move its studios to Worcester and its transmitter to Holden, Mass., install a new transmitter and increase its power to 5,000 watts. The grant was made conditional upon approval of directional antenna design. WAAB now is the Boston MBS outlet.

Also because the use of no new critical materials was involved, the Commission reinstated the construction permit of WNAC, Boston key of the Yankee Network, authorizing a power increase to 5,000 watts with a directional antenna for day and night use.

More Set For Hearing

Practically all other pending applications for new facilities considered March 11, even though some of them had already been heard, were designated for further hearings upon additional issues raised by the "freeze order" policy [BROADCASTING, March 2] with respect to new construction during the war emergency.

Ordered to hearing were the applications of KSD, St. Louis, for 50,000 watts on 940 kc.; KROY, Sacramento, for 10,000 watts on 1030 kc.; and the three applications for 710 kc.—those of WTCN, Minneapolis, WHB, Kansas City, and Park Cities Broadcasting Co., Dallas, the latter seeking a new 5,000-watt outlet.

The application of Associated Broadcasters Inc., Indianapolis, for a new station there on the 1190 kc. channel now occupied by WOWO, Fort Wayne, was ordered to hearing consolidated with the application of WIRE, Indianapolis, for 50,000 watts on that channel and that of WOWO for license renewal and power increase from 10,000 to 50,000 watts.

Altogether, 17 applications already heard were designated for further hearing, 11 of them seeking new stations [see page 50].

THEY'RE TALKING ABOUT *Business in Baltimore*

THE PRESIDENT OF ONE OF BALTIMORE'S LEADING DRUG WHOLESALERS SPEAKS HIS MIND:

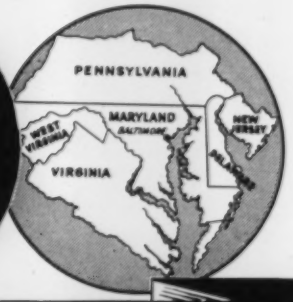
"a high powered schedule on a high powered station makes an unbeatable combination for the bid for the greatest listening audience.

WBAL has it — and we have the merchandise that is advertised on those programs."

M. G. Pierpont, *Pres.*, LOEWY DRUG CO., Inc.

Cash In On The Red Network Audience In Baltimore And The Central Atlantic States.
WBAL'S 50,000 Watt Station Gives You "Plus" Coverage.

WBAL
50,000 WATTS
BALTIMORE



ONE OF AMERICA'S GREAT RADIO STATIONS

Represented Nationally by Edward Petry & Co., Inc.

Advertising and Spot Radio In the War

New Packaging May Bring More Advertising to Radio Medium

By RUFUS C. MADDUX
Vice-President in Charge of Sales, WOR, New York

WHILE priorities and fear of priorities have caused many small marginal manufacturers to cut down their advertising expenditures, it is becoming more and more evident that companies which have spent millions to establish their brand name in the minds of the public will continue advertising in some form.

In the first place, it is important to these companies that they do not lose ground to competitors during the emergency, and, in the second place, more important that new and obscure brands do not use the emergency to place themselves in the position of being a new major competitor .

It is true that advertising formulae will change. Some companies will be forced to strict institutional copy, using defense and war advertising as the vehicle to keep brand names before the public. Quality appeal will in many cases replace price appeal. Service copy and use copy will endeavor to show users how to make products last longer and methods of conservation that will lengthen the time usually necessary for replacement.

No Upward Trend

It would be foolish to expect that advertising will continue its upward trend just as it does in normal times and still more foolish to believe that it will be reduced to a negligible amount.

People during the war will have ample money to spend as billions are poured into defense and offense. Money saved from forced economies in some lines, such as luxury items, will find its way into new channels of expenditure and manufacturers will have to use advertising to secure their proper share of the consumer dollar.

It now appears that the most drastic cuts in advertising will come during the period when any given industry seriously affected by priorities is making a change-over to meet the new situation—with priorities on cans for dog foods, dried beans, mixed soups in effect—some time must elapse before new packages can be developed and new processes worked out so that regular distribution can be resumed.

However, once the change-over is made, more advertising than ever will be needed to introduce the new product or new package and so it can be expected that at least some of the original loss can be made up. Furthermore, due to lack of colors and four-color printing, many labels will change to one color and advertising will be necessary to inform the public of this change.

Many small but soundly financed companies who have never enjoyed substantial distribution in major areas will get this distribution as their large competitors become unable to supply complete lines to all outlets and as the Army and Navy are using more and more of the large manufacturers' products. These small companies will capitalize on this new distribution by increasing their advertising as a means of establishing their brand in important markets.

All Media Affected

The war will definitely affect all media — magazines, newspapers, radio and outdoor advertising—but to varying degrees, depending how quickly the medium adjusts itself to the situation. Whereas, in the past, advertising has been highly specialized and handled in its entirety by marketing experts, students of audience psychology, expert copy writers, artists, layout men and publicists, advertising during the war now becomes an important point in company policy. Today the policy-making executives of most companies are scrutinizing all phases of their companies' advertising efforts.

Radio, barring severe attacks on this country which may cause radios to be shut off the major portion of the time, promises to be less seriously affected by the war than other media. There is no problem of paper or printing which is already being felt by some media. Radio is today America's No. 1 source of entertainment and promises to continue so. People will need amusement more and more as an escape from the nerve-wracking horrors of war and radio listening will increase as other media are forced to limit their circulation. Thus radio will increase in importance as the low cost selling media.

Radio's all-out effort to help win the war will win wide approval from the American people and will demonstrate that radio is fulfilling its duty under which it is licensed, that of serving the best public interests.

Advertisers will turn to radio during the war as a means of keeping their campaigns, their appropriations as flexible as possible; they will not be forced with long closing dates; they can change their commercials to meet ever-changing conditions and can do this up until the time the program goes on the air and then change it again the next day if expediency demands.

Another very important point that advertisers will consider will be the use of radio in reaching the thousands of camps, naval and military establishments as a means of keeping their product before the millions in our armed service. To accomplish this radio has no equal; radios are considered almost a must in keeping up the morale of the armed forces. They are turned on constantly in most amusement centers and rest rooms and many soldiers and sailors have their own radios. Today, many advertisers are trying to learn when these military and naval men listen to the radio so that they can direct their story to them. It is found that not only entertainment programs but news and sports programs are popular in all camps.

Local Stations to Benefit

Spot radio appears to be in an even better position to serve advertisers than networks. When an advertising appropriation is cut, national appropriations will be concentrated in the most important markets and spot radio offers the manufacturer the opportunity to keep the expenditure much more flexible than is possible on networks.

Likewise, spot radio in major markets seem to have a better chance for success during the war than spot radio in secondary markets as the major markets will be the last given up by advertiser, who either cuts down on his appropriation or suspends some of his advertising pending aforementioned changes in packages, products etc. Advertisers will hesitate for a long time to give up a tested spot in a major market when their lay-off from advertising is only temporary.

The situation seems to offer spot radio its great opportunity, but spot radio must do its part. It must show the advertiser, not only the low cost per thousand radio homes reached, but the low cost per thousand families reached. It must show advertisers how to use spot radio effectively for institutional purposes. It must subordinate commercialism to anything that will aid the United States in its war effort. It must sell spot radio and radio as an advertising media not only to advertising agencies but to policy boards in large companies, boards of directors, sales managers, advertising managers and treasurers as they all have a say in major advertising plans today.

Spot radio's best-prospects during the war should be:

Food products
Wines and beers
Cigarettes and tobacco products
Drug and toilet articles, soaps
Amusements
Insurance and financial instruction
Department and retail stores
Candy and confections

Classifications not so promising are:

Automobiles
Automobile accessories
Gas and oil
Luxury products
Heavy industries
Producers goods.

RADIO HAS GONE a long way since March 16, 1922, when WIP, Philadelphia, first went on the air, with movie stars participating in the inaugural. The glamour girls of the silent screen were (front row l to r): Myrtle Steadman, Dorothy McKaill, Viola Dana, Gladys Brockway. Standing, Edward A. Davies, who joined the WIP staff as an announcer and is now vice-president in charge of sales; William J. Heenan, then local representative of First National Pictures; E. M. (Emo) Orowitz, who conducted a movie chatter program and is now in Hollywood; Earl Hudson, vice-president of First National Pictures; Lambert Hillier, who was First National's ace movie director in those years; and screen star Ben Lyon, now a radio star in England.

MILES DISC SERIES BRINGS SALES GAIN

WITH announcement last week by Keystone Broadcasting System that Miles Labs., Elkhart, Ind., has renewed its *Lum 'n' Abner* broadcasts for Alka-Seltzer on the transcribed network from June, 1942, to June, 1943, KBS now claims to reach 55,000,000 or 41.9% of the U. S., as tabulated in a nation-wide survey prepared by Walter P. Burn & Associates, New York, in collaboration with Miles Labs. and Wade Adv. Agency, Chicago.

According to O. B. Capelle, sales promotion manager of Miles Labs., the *Lum 'n' Abner* series on the 162 local stations serviced by KBS [BROADCASTING, March 2], has "increased the sales of Alka-Seltzer in Keystone counties to a year-end level 28% better than the corresponding level in comparable counties beyond the range of its stations, and similarly increased sales by 8% in counties immediately adjacent to those where KBS stations are located."

Recent additions to the transcription network include KFXJ WGRM WMIS WGCM WJBC KVWC KTNM WCLS KGFW KHMO KPQ WJRD WBLJ KWOS.

5 out of 6 Pittsburgh Department Stores use WCAE!

In the last 6 months:

- 2 Stores *renewed* spot and program schedules!
- 2 Stores bought *new* strip programs!
- 1 Store more than *quadrupled* its WCAE budget!

What better recommendation than from advertisers who must get results, and fast!

Write or Phone

THE KATZ AGENCY

New York · Chicago · Detroit · Atlanta
Kansas City · Dallas · San Francisco

5000 WATTS ★ 1250 K. C.

FOR RESULTS

WCAE

PITTSBURGH, PA.

MUTUAL BROADCASTING SYSTEM

Lewis Tells Agencies of Plan To Control Federal Air Time

Advertisers Next to Be Given Details of Proposed Method of Coordinating Government Radio

THE PLAN to establish a coordinated routine for the broadcasting of all Governmental announcements, to avoid unnecessary repetition and to insure an even distribution, was outlined by William B. Lewis, assistant director of the Office of Facts & Figures, to about 40 advertising agency radio executives attending a closed meeting held last Thursday morning in the New York office of the Advertising Council.

Enthusiastic reception of the plan, which Mr. Lewis explained had been evolved by the radio committee of the Advertising Council with whom he and his associates at the OFF have been holding weekly meetings, led to a decision by the agency men present to hold a similar meeting with the agency clients—the advertisers who sponsor the commercial programs on the air—Thursday of this week when Mr. Lewis will submit the plan for their approval.

Once this industry backing of the proposed method of operation is secured, the OFF will then present the plan to Government agencies involved—the Army, Navy, Marine Corps, Treasury etc.—for their approval, after which it will be put into effect as soon as possible.

Suggestions Pondered

No details were divulged following the meeting, when it was explained that suggestions for minor changes are still being advanced by agency men and it is probable that similar suggestions will be made by the advertisers and by officials of the Government agencies, so that any detailed announcement at this time would be premature. It is understood, however, that when complete the proposed schedule will cover announcements broadcast locally by individual stations as well as on the four nationwide networks.

It was emphasized this idea is not one which OFF has cooked up independently and is now trying to force on the advertising fraternity, but it is really the industry's own idea to create a system under which the Government in stimulating the public to buy Defense Bonds, conserve rubber and tin, volunteer for needed war work and otherwise aid in the war effort.

At this time, it was stated, the OFF is merely cooperating with the advertising industry in the formulation of this plan and only after the plan has won the full approval of the industry will the OFF submit it to the Government officials and urge that they, too, approve it.

Mr. Lewis outlined for the agency executives the aims and procedures of the OFF and especially of his radio division in coordinating the requests of the Government for time on the air. Every agency was requested to appoint one individual to handle all questions arising between the agency and its clients which concern the Government, this man to act as liaison with the OFF on all such matters.

Douglas Meservey, assistant to Mr. Lewis, accompanied him to New York for the session, which was also attended by Dr. Miller McClintock, director of the Advertising Council; Paul West, president of the Assn. of National Advertisers; Fred Gamble, managing director American Assn. of Advertising Agencies; W. A. Fricke, AAAA counsel, and the following executives:

John Hymes, Carl M. Stanton, Lord & Thomas; Frederic W. Wile Jr., Joseph A. Moran, Ben Larson, Carol Irwin, Young & Rubicam; Gerald Glicksman, David Glicksman, Glicksman Advertising; A. K. Spencer, J. Walter Thompson Co.; Leslie Katz, Joseph Katz, Joseph Katz Co.; Jack Lewis, Geyer, Cornell & Newell; Robert Wolfe, Kenyon & Eckhardt; Arthur E. Meyerhoff, Arthur Meyerhoff & Co.; W. L. Lawrence, Chester MacCracken, John Taylor, Pedlar & Ryan; J. Warwick, Warwick & Legler; A. Kabaker, M. U. Bent, Blackett-Sample-Hummert; John E. McMullen, Dyottd Haynes, Compton Adv.; John L. Anderson, McCann-Erickson; Elwood Coste, D'Arcy Adv. Co.; Don Langan, Newell-Emmett; S. H. Bayles, Ruthrauff & Ryan; T. Wells, Ted Bates; J. C. Donohue, Paul Monroe, Buchanan & Co.; Jack Mullen, Esty Stowell, Benton & Bowles; Myron P. Kirk, Arthur Kudner Inc.; Richard Diggs, Lennen & Mitchell.

Swansdown Discs

IGLEHEART BROS., subsidiary of General Foods Corp., New York, on April 5 will start a campaign for Swansdown Family Flour, using recorded versions of the quarter-hour program on NBC featuring songs by *The Moylan Sisters*. The transcriptions will be placed on a group of stations on the West Coast and in the Midwest and South areas, according to Young & Rubicam, New York, agency in charge, but no further details are available.

Studebaker Series

STUDEBAKER Corp., South Bend (service), is sponsoring *Eric Sevareid*, four-weekly news program on two CBS stations (WABC, New York; WJSV, Washington) Monday, Wednesday and Friday, 6:10-6:15 p.m. and Saturday, 12-12:15 p.m. Account is handled by Roche, Williams & Cunnyngham, Chicago.

John Baker to OFF

JOHN C. BAKER, who formerly handled the *Dinnerbell* and *Schooltime* programs on WLS, Chicago, has been appointed assistant to William B. Lewis, assistant director of the Office of Facts & Figures, assuming the post March 16. Under Mr. Lewis, former CBS program vice-president, Mr. Baker will work with the radio, graphic arts, motion picture, advertising and program coordination divisions of OFF, all of which come within Mr. Lewis' jurisdiction as assistant OFF director under Archibald MacLeish. Until last week Mr. Baker was on the information staff of the Dept. of Agriculture under Morse Salisbury, having formerly served in its radio section.

WILSON TO DIRECT SCRIPTS FOR OFF

FRANK WILSON, talent chief and script editor of Lord & Thomas, New York, on March 17 will join the radio division of the Office of Facts & Figures in Washington as script editor, working under William B. Lewis, radio director, and Douglas Meservey, his assistant. On March 16 Alvin Josephy Jr., assistant to Dave Driscoll as special events director of WOR, New York, also joins the OFF radio staff as time clearance officer.

The appointments are the latest in a series not yet completed, which will also include a station relations director. Last week Seymour Morris, account executive of Compton Adv., New York, reported for duty as advertising agency and network liaison [BROADCASTING, March 9].

The OFF radio chiefs have now completed their series of conferences with agency and radio committees and Government radio information chiefs, and are now working on their proposed "priority" lists covering Government announcements, transcriptions and programs, which will be made available to all stations in early April.

Army Spokesman Slated On Hookup of Stations

NEXT of the "closed circuit" and off-the-record talks to broadcasters, carried on combined network lines but not for broadcast, will be the 1:45-2 p.m. (EWT) period on Saturday, March 28, when a high-ranking Army officer will speak. Last Saturday the third of the series brought Capt. Leland P. Lovette, assistant director of public relations of the Navy, before the microphone in Washington to address gatherings of broadcasters in the studios, giving them background information to assist them in handling the Government's war news.

He was the third high Government official to appear, the others having been Byron Price, Director of Censorship, and Archibald MacLeish, chief of the Office of Facts & Figures. Station managers are asked to bring their staffs into the studios to hear the talks, and also to invite executives of local and nearby independent stations who are not linked into the network circuits.

War News Center Hinted For U. S.

Supreme Office May Govern All Wartime Information

A SORT of superstructure over the various information divisions of the Government's war agencies, with the probability that it will be headed by Archibald MacLeish, Librarian of Congress and director of the Office of Facts & Figures, last week was reported to be under consideration by the Administration.

It may be called the War Information Administration, and it may absorb the present information services of the Army and Navy, the Office for Emergency Management, the Maritime Commission, the OFF and perhaps others. It would be fashioned after the British Ministry of Information, according to the reports, and there is a possibility its chief will be given cabinet status.

No Censorship Change

While the name of Byron Price, Director of Censorship, has been mentioned in connection with the new service, it was said that the Office of Censorship would not be involved in the shifts. Nor is any change contemplated in the present method of voluntary self-censorship by the radio and press.

Also mentioned as a possible choice to head the new agency is Lowell Mellett, now director of the Office of Government Reports.

Whether the War Information Administration would absorb the present press-radio staffs of the various wartime agencies, was a subject of conjecture. Just how the OFF, already designated as the clearing house for Government information, would fit into the new setup was also uncertain. Mr. MacLeish has been given more and more duties in recent weeks, particularly the task of scrutinizing speeches by cabinet officers and other war bureau chiefs before their delivery.

EVERGREEN HOOKUP FORMED ON COAST

FORMATION of the Evergreen Network by six independent Washington-Oregon stations, was announced last week, coincident with inauguration of regulation operation. A cooperatively-owned, venture, the network is operated by the Western Evergreen Broadcasting Assn. on a non-profit basis.

Postal Telegraph Lines have been leased from 6 p.m. to 8 a.m., daily. An exchange program arrangement with the Canadian Broadcasting Corp. also has been entered. Permission to feed programs to Canada is being sought from the FCC.

Member stations are KEVR, Seattle, key; KEVE, Everett; KSLM, Salem; KVOS, Bellingham; KTBI, Tacoma; KWJJ, Portland. Rogan Jones, KVOS, is president; H. B. Read, KSLM, vice-president; R. S. McCaw, KEVR, secretary, and Lloyd Wallgren, KEVE, treasurer. Two regional accounts already have been signed.

"Make it in talk of PEOPLE," said Nesmith

IN THE SMOKING compartment of a New Haven train recently we struck up a conversation with an agencyman named Nesmith* who's a sort of friend of ours. That is, he's bought WOR once or twice and told us afterward that it did a job.

"Look here," he said, as the train glided out of Darien, "I kind of go for this new way you're dishing out audience stuff. You know, the 'Whatchamacallit' thing . . ."

"You mean the 'WOR Continuing Study of Radio Listening'?"

"Yeah. You see, it's eased up my job a bit. Take the case of that WOR show I bought called 'Here's Morgan'. I'm a real Morgan fan. Listen to the guy every night. Maybe I let my enthusiasm run away with me, but I think he's funny . . ."

"You certainly convinced the 'Barry Beer' people, all right!"

"Not at first, I didn't. Old man Barry gave me a cold stare when I recommended the show. Said, in fact, 'That Morgan's a smart aleck. Just a zany. Doesn't get the beer drinkers.' Well, you know the rest. You gave me that 'WOR Continuing Study' proof which was based on personal interviews with *all kinds* of listeners in *all kinds* of homes. You showed he's not just a smarty's entertainer by a long shot."

"It kind of surprised a lot of people."

"Well, it surprised the old man, I tell you! First off, he wouldn't even listen to me. Said, 'Keep away from me, Charlie, with that number stuff.' I said, 'This isn't just arithmetic, Mr. Barry. This is what people in the homes you want think.' "

"Yes, WOR thinks it's kicked the blue sky out of audience checking," we said to Nesmith.

"Well, you just make it in talk of PEOPLE—isn't that all?" pointed out Nesmith. "*All kinds* of people, I mean?"

WOR

at 1440 Broadway in New York

Yes, that's all the "WOR Continuing Study of Radio Listening" is—but, on a continuing month-to-month basis. The first personal interview radio circulation study of its kind, we believe, ever conducted in such a manner by any station anywhere.

These findings are not for the exclusive use of WOR and its sponsors. They are—with certain confidential restrictions—available to all advertisers and agencies. Their purpose, obviously, is to give our present and prospective sponsors a greater profit for their radio dollar.

* *Actually, his name begins with "F".*

First Census Reports on Radio Homes Made Available

TWO MORE Bureau of Census reports tabulating radio homes, among other data, by States and counties were released last week, covering New Hampshire and Vermont, and appearing under the title *Housing, Second Series, General Characteristics.* They disclosed 90% of the homes in New Hampshire with radios, 92% of those in Vermont.

Because the reports also show the number of occupied dwelling units from which answers to the radio inquiry, made as part of the 1940 decennial census of population, were not obtained, the NAB Statistical Dept., under Paul F. Peter, has projected forward the total figures by counties for use as official industry estimates. It is understood Mr. Peter's method of projection has been approved by the Census Bureau, which recognizes that the radio figures are incomplete due to the failure of some replies.

The total units and percentage columns (first two) in the tabulations herewith give the figures as reported in the Census bulletins; the remaining figures are the NAB projections, and may be used as official. BROADCASTING published the first figures to be released in its issue of Feb. 23, covering Nevada.

(*Continued on page 48*)

NEW HAMPSHIRE

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and by Cities of 2,500 or More Population—1940*

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Belknap	6,741	88.8	5,984	3,579	93.8	3,357	2,255	84.4	1,903	907	79.9	724
Carroll	4,443	84.5	3,754	....	....	....	3,654	84.9	3,103	789	82.5	651
Cheshire	9,675	88.8	8,596	3,804	93.7	3,564	4,239	86.6	3,670	1,632	83.5	1,362
Coos	9,529	89.5	8,532	4,490	92.0	4,133	3,848	89.7	3,451	1,191	79.6	948
Grafton	12,201	87.3	10,655	3,386	92.2	3,121	6,774	86.7	5,875	2,041	81.3	1,659
Hillsborough	39,180	92.0	36,048	30,800	93.0	28,651	5,856	89.2	5,221	2,524	86.2	2,176
Merrimack	15,861	90.1	14,290	8,488	95.3	8,092	5,276	84.8	4,473	2,097	82.3	1,725
Rockingham	16,511	89.9	14,844	7,112	93.9	6,679	6,298	87.8	5,527	3,101	85.1	2,638
Strafford	11,827	91.2	10,788	8,881	93.1	8,266	2,213	87.2	1,929	733	80.9	593
Sullivan	6,968	88.6	6,173	4,815	91.9	4,425	1,137	82.2	935	1,016	80.0	813
State Total	132,936	90.0	119,664	75,355	93.3	70,288	41,550	86.9	36,087	16,031	82.9	13,289

Cities of 2,500 Or More Population

City	Units	% Radio	Radio Units
Laconia	3,579	93.8	3,357
Keene	3,804	93.7	3,564
Berlin	4,490	92.0	4,133
Lebanon	2,121	92.6	1,964
Littleton	1,265	91.4	1,157
Manchester	21,038	92.3	19,421
Milford	1,156	91.9	1,062
Nashua	8,606	94.9	8,168
Concord	6,730	95.5	6,427
Franklin	1,758	94.7	1,665
Derry	1,579	89.4	1,411
Exeter	1,538	94.0	1,445
Portsmouth	3,995	95.7	3,823
Dover	3,971	94.4	3,747
Rochester	3,366	92.4	3,110
Somersworth	1,544	91.2	1,409
Claremont	3,321	93.3	3,099
Newport	1,494	88.7	1,326

* Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped published by U. S. Census in the **Second Series Housing Report for New Hampshire.** Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figures.

VERMONT

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and by Cities of 2,500 or More Population—1940*

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Addison	4,532	83.5	3,783	....	....	....	2,406	85.5	2,056	2,126	81.2	1,727
Bennington	6,138	91.0	5,584	2,182	96.7	2,109	2,903	88.6	2,573	1,053	85.6	902
Caledonia	6,566	88.1	5,784	2,119	95.9	2,032	2,464	88.2	2,174	1,983	79.6	1,578
Chittenden	12,684	92.6	11,748	8,534	95.7	8,163	2,311	87.8	2,028	1,839	84.7	1,557
Essex	1,678	82.8	1,390	....	....	....	1,078	86.7	935	600	75.8	455
Franklin	7,370	89.1	6,566	2,138	96.8	2,069	2,922	86.8	2,537	2,310	84.9	1,960
Grand Isle	931	84.9	790	....	....	....	421	83.9	353	510	85.8	437
Lamoille	2,852	84.6	2,411	....	....	....	1,643	88.7	1,458	1,209	78.8	953
Orange	4,470	80.7	3,607	....	....	....	2,169	86.3	1,872	2,301	75.4	1,735
Orleans	5,460	87.3	4,764	1,332	95.2	1,268	....	....	1,733	2,153	81.9	1,763
Rutland	11,789	89.3	10,528	4,580	95.2	4,361	5,066	88.1	4,464	2,143	79.5	1,703
Washington	10,589	89.5	9,482	5,747	94.2	5,412	2,761	87.6	2,419	2,081	79.3	1,651
Windham	7,365	88.9	6,544	3,622	95.9	3,475	2,038	83.1	1,693	1,075	80.7	1,376
Windsor	10,011	89.1	8,924	2,211	96.5	2,133	5,007	90.1	4,511	2,793	81.6	2,280
State Total	92,435	88.6	81,905	32,465	95.5	31,022	35,164	87.6	30,806	24,806	80.9	20,077

Cities of 2,500 Or More Population

City	Units	% Radio	Radio Units
Bennington	2,182	96.7	2,109
St. Johnsbury	2,119	95.9	2,032
Burlington	7,138	96.0	6,851
Winooski	1,396	94.0	1,312
St. Albans	2,138	96.8	2,069
Newport	1,332	95.2	1,268
Rutland City	4,580	95.2	4,361
Barre	3,058	93.2	2,850
Montpelier	2,204	95.6	2,107
Waterbury	485	93.8	455
Bellows Falls	1,174	96.9	1,138
Brattleboro	2,448	95.5	2,337
Springfield	1,404	96.4	1,353
Windsor	807	96.7	780

* Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped published by U. S. Census in the **Second Series Housing Report for Vermont.** Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figures.

NEVADA

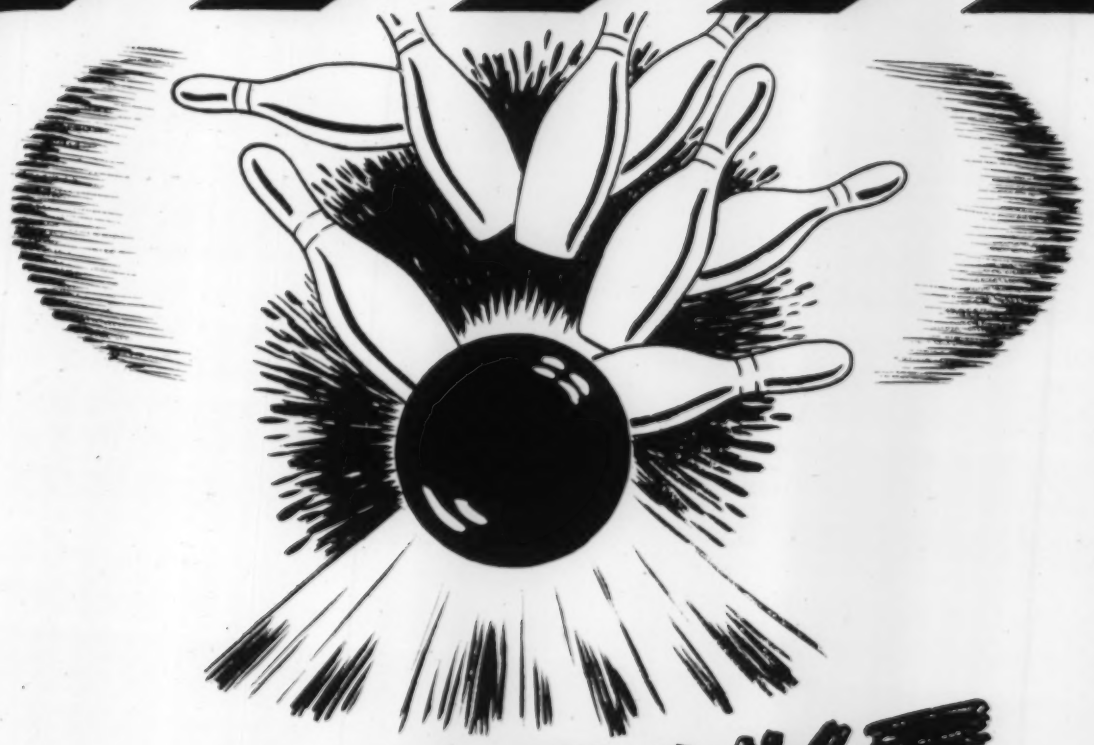
Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and by Cities of 2,500 or More Population—1940*

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Churchill	1,562	78.0	1,218	....	....	....	849	77.5	658	713	78.5	560
Clark	4,829	80.1	3,871	2,563	83.5	2,141	1,975	77.9	1,538	291	65.8	192
Douglas	599	78.9	473	....	....	....	373	78.5	293	226	79.5	180
Elko	3,241	78.2	2,535	1,240	81.5	1,011	1,470	75.5	1,110	531	77.9	414
Esmeralda	620	65.3	405	....	....	....	596	65.7	392	24	54.2	13
Eureka	461	57.1	263	....	....	....	349	57.6	201	112	55.8	62
Humbolt	1,395	72.2	1,009	....	....	....	1,154	75.5	871	241	57.3	138
Lander	583	67.7	395	....	....	....	513	68.1	350	70	64.7	45
Lincoln	1,143	86.7	991	....	....	....	948	89.2	846	195	74.5	145
Lyon	1,201	78.6	944	....	....	....	719	79.8	574	482	76.8	370
Mineral	777	62.5	486	....	....	....	689	65.8	454	88	36.8	32
Nye	1,380	67.1	926	....	....	....	1,175	70.5	828	205	47.7	98
Ormsby	935	88.8	830	....	....	....	903	89.1	805	32	78.1	25
Pershing	867	70.6	612	....	....	....	751	70.8	532	116	69.4	80
Storey	395	87.1	344	....	....	....	383	86.7	332	12	100.0	12
Washoe	10,025	90.4	9,069	8,319	93.1	7,748	1,045	76.2	796	661	79.5	525
White Pine	3,278	83.8	2,748	1,162	82.5	959	1,903	86.6	1,647	213	66.7	142
State Total	33,291	81.4	27,119	13,284	89.2	11,859	15,795	77.4	12,227	4,212	72.0	3,033

Cities of 2,500 Or More Population

	Units	% Radio	Radio Units
Las Vegas	2,563	83.5	2,141
Elko City	1,240	81.5	1,011
Reno	6,909	92.6	6,398
Sparks	1,410	95.9	1,352
Ely	1,162	82.5	959

* Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped published by U. S. Census in the **Second Series Housing Report for Nevada.** Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figures.



STRIKE

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WPEN

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5000 WATTS • 950 ON THE DIAL

BLUE NETWORK station managers and officials and their Ontario hosts at the *Ontario Show* radio convention in Toronto March 5 (l to r): C. J. Lanphier, manager WEMP, Milwaukee; B. J. Hauser, BLUE sales promotion manager; George M. Benson, BLUE eastern sales manager; Fred R. Ripley, vice-president, WSYR, Syracuse; W. McKenzie, Toronto; Wm. Doerr, commercial manager, WEBR, Buffalo; Ed Bragg, president, WMFF, Plattsburg, N. Y.; Wm. A. Riple, commercial manager; WTRY, Troy, N. Y.; Don Ioset, managing director, WAGA, Atlanta; C. R. Thompson, manager, WEBR, Buffalo; J. B. Conley, manager, WOWO, Fort Wayne; B. W. Olin, WKIP, Pougkeepsie, N. Y.; Phil Carlin, BLUE vice-president in charge of programs; Edgar Kobak, BLUE executive vice-president; Warren Jennings, manager, New York office, WLW, Cincinnati; Wayne Welch, merchandising and promotion department, KSO, Des Moines; Prime Minister Mitchell Hepburn of the Ontario Government, host; L. B. Beeuwkes, promotion manager, WXYZ, Detroit; Gladstone Murray, general manager, Canadian Broadcasting Corp.; Keith Kiggins, BLUE vice-president in charge of stations; G. S. Wasser, manager, KQV, Pittsburgh; William Fay, manager, WHAM, Rochester; Geo. Bissell, secretary-treasurer, WMFF, Plattsburg; E. A. Weir, commercial manager, Canadian Broadcasting Corp. Absent from photo, but at convention: S. B. Berk, president, WAKR, Akron; E. R. Boroff, WENR, Chicago; Scott Kilgore, general manager, WNBZ, Saranac Lake, N. Y.; C. T. Hagman, manager, WTCN, Minneapolis; Earl Mullin, BLUE publicity; Robert Jones, BLUE station relations.

Blue Heads Feted At Ontario Session

BLUE NETWORK station managers and officials on whose stations the Ontario government starts its *Ontario Show* March 20, were guests at a promotion luncheon and dinner at Toronto March 5. Promotion plans were outlined by Don Henshaw, timebuyer of Walsh Adv. Co., which placed the account on 50 Blue stations, and Doug Oliver, director of the Ontario Travel & Publicity Bureau. Large promotion books were inscribed to each station manager present.

At the formal dinner, presided over by Ontario Premier Mitchell Hepburn, the Lieutenant-Governor was present as the King's personal representative, as well as the American Consul in Toronto, members of the Ontario cabinet, Madeleine Carroll, guest star on the program, and Col. Lemuel Q. Stoopnagle, m.c. At the reception prior to the banquet American station men were introduced to the Ontario Premier and the guest stars. Canadian Broadcasting Corp. was represented by a number of top ranking executives headed by Gladstone Murray, CBC general manager.

American broadcasters also met other Canadian broadcasters, including Henry Gooderham, CKCL, Toronto; Lloyd Moore, CFRB, Toronto; H. G. Walker, CBL, Toronto; Glen Bannerman, president of the Canadian Association of Broadcasters. A reception was held later by the Blue Network for the station managers and Ontario Government officials.

Lotshaw Buys Co-Op

ANDY LOTSHAW Co., Chicago (Gorgeous hair dressing), has taken over sponsorship of *Your Date With Don Norman*, Monday through Saturday quarter-hour on WGN, Chicago, at 12:45-1 p.m. (CWT), and will feed the program to WOR, New York, starting March 31. Program,w hich features Don Norman as m.c. in informal interviews with a small group of invited women, will be fed to the MBS stations on a sustaining basis, available for local sponsorship. Arthur Meyerhoff & Co., Chicago, is agency for Andy Lotshaw Co.

Shafto Elected Member of NAB Board As Fourth District Meets at Roanoke

G. RICHARD SHAFTO, president and general manager of WIS, Columbia, S. C., was elected NAB director for the 4th district at a meeting of two-score broadcasters in that area March 7 at Roanoke, Va. He succeeds, for a two-year term, John A. Kennedy, president of WCHS, Charleston, and the West Virginia Network, who is serving as chairman of War Production Board activities in West Virginia, and who was not a candidate for another term.

Mr. Shafto

Highlighting the all-day session was the adoption of a resolution asking the NAB Board of Directors to appoint a committee to study the management structure and finances of the NAB, looking toward "greater unity, economy and efficiency". This was the first step in the direction of long-rumored NAB reorganization [see article on page 9].

Mr. Shafto, an engineer who turned to station management, has been identified with WIS since 1932. He also is vice-president of WCSC, Charleston. He was elected president of WIS in 1938, in addition to his duties as general manager.

Censorship to Continue

The 4th district session, comprising NAB members in North Carolina, South Carolina, Virginia, West Virginia, Maryland and the District of Columbia, also adopted resolutions expressing appreciation to Mr. Kennedy for his service as NAB director and one wholeheartedly supporting Broadcast Music Inc.

J. Harold Ryan, assistant director of censorship in charge of radio, and general manager of the Fort Industry Co. stations, addressed the district on censorship activities and also participated in the sessions as a delegate. WWVA, Wheeling, and WMMN, Fairmont, two of the Fort Industry stations, are 4th district members. Mr. Ryan told the meeting that censorship of both radio and press is expected to remain on a voluntary basis for the duration, but that the day after the termination of the war he expected censorship activities to cease.

The meeting also was addressed by NAB President Neville Miller and John Shepard 3d, chairman of Broadcasters' Victory Council, the latter in an off-the-record talk. Mr. Miller reviewed current activities in Washington and steps being taken, primarily through the Office of Facts & Figures, to alleviate difficulties occasioned by widespread demands for time from various agencies. He said he expected a coordinated plan for funneling of Government programs to be developed shortly.

Forecasts War Impact

Mr. Kennedy pointed out that the impact of the war probably will be felt by radio next fall. He advised broadcasters not to "kid yourselves" about the outlook. For the last year Mr. Kennedy has been directing War Production Board activities in West Virginia, devoting practically all of his time to the Government work.

The music copyright situation was covered by representatives of performing rights societies, save ASCAP. John G. Paine, ASCAP general manager, notified Mr. Kennedy he would be unable to attend the session but had designated an alternate, who failed to arrive prior to adjournment. Speakers on copyright were Carl Haverlin, station relations director of Broadcast Music Inc., and Leonard D. Callahan, general counsel of SESAC.

In an impassioned plea for industry support, Mr. Haverlin pointed out that BMI is budgeted for about $1,100,000 during the ensuing year. While approximately 75% of the industry volume already has signified renewal of BMI contracts for the eight-year term, representing approximately $800,000 of this budget, he pointed out that the industry-owned music pool has no "cushion" and that virtually 100% enrollment is necessary to maintain the organization to compete effectively with ASCAP.

Urges BMI Performance

The demise of BMI, through lack of industry support, would result in immediate demands from ASCAP for greater tribute, he predicted. Several provisions in the new ASCAP contracts, notably the definition of what constitutes "non-dramatic usage" of works, would open the way for interpretation of the contract with possible resultant demands for increased radio revenue, he predicted.

ASCAP sought $9,000,000 from radio under its first contract proffers, he said. In 1940 it received about $5,100,000. Under its present contracts, he said, it stands to receive $3,600,000. He pointed out that as against 5% of receipts paid ASCAP under former contracts the maximum the industry can pay both to ASCAP and BMI, under existing contracts, is 3.27% for any one station.

Mr. Haverlin asked not only for station renewals but for performance of qualified BMI tunes. He cited "plugging" activities of ASCAP publishers in this regard.

Mr. Callahan, supporting the observations of Mr. Haverlin, declared that there are many provisions of the ASCAP contract through which you can "drive a wagon sideways". Interpretations of what constitute station facilities, he said, might open the way for increased demands from ASCAP.

Declaring radio is SESAC's best customer, he said his organization is regularly adding to its available works, but has not increased its fees. He warned against "unscrupulous attorneys" who now are beginning to threaten stations with purported infringement actions. After pointing to devices used to mislead public performers, Mr.

(Continued on page 29)

WE'VE GOT YOU COVERED!

WITH NOT ONLY POWER WHERE POWER COUNTS MOST--BUT PROGRAMS THAT PLEASE MOST, TOO!

● Recent census reports show that the population of the Tennessee Valley region (121 Counties) increased from 2,804,046 in 1930 to 3,135,934 in 1940, or a gain of 11.8 percent. This compares with the 7.2 percent increase for the nation.

This is the territory to be covered by WLAC, the station of the great Tennessee Valley.

WLAC

NASHVILLE, TENN.

C B S — J. T. Ward, OWNER — U P NEWS

F. C. Sowell, MANAGER

Paul H. Raymer Co., National Representatives

THE STATION OF THE GREAT TENNESSEE VALLEY

Radio Priority, Freeze Order Not Strict Enough, Says Fly

War Experience May Require More Severe Orders; Industry War Orders Exceed ? Billion Dollars

FEAR that priority rulings on radio materials, including the "freeze" order pertaining to broadcast equipment, may not be strict enough in the light of war needs was expressed by FCC-DCB Chairman James Lawrence Fly at his press conference last Monday.

Indicating that more stringent priorities rules may be put into effect as the war progresses, Mr. Fly said, "At every turn we are reminded of the fact that we must consider how many Germans or Japs can be eliminated with a given amount of material".

This observation was made at a discussion centering around the War Production Board order of March 7 which will stop manufacture of civilian receiving sets on April 22 in preparation for the full conversion of 55 manufacturers to wartime production.

Some Production Allowed

The WPB order will permit the manufacturers to complete sets begun before April 22 if not more than $500 worth of materials are used. The order excludes the cost of wooden cabinets for sets.

Companies which employed approximately 30,000 persons and produced more than 13,000,000 sets will be affected by the order. Other statistics show these companies did a $240,000,000 business in 1941, used 2,100 tons of aluminum, 10,500 tons of copper, 280 tons of nickel and 70,000 tons of steel.

The 55 companies included in the order already have $500,000,000 in military orders, the WPB said, and an equal amount in orders is held by companies not normally engaged in civilian production. Total orders will probably aggregate $2,000,000,000.

Smaller companies, which feared great hardships under the conversion plan, have been given a new lease on life with the assurance by the WPB that a subcontracting plan has been worked out to facilitate the conversion of smaller manufacturers. Under the plan a company which is not a "prime" contractor will be assigned to a large contract holder to form a series of "family production groups".

It was estimated by the WPB that production of home radios before the conversion order goes into effect will be about 3,000,000. This will increase the number of civilian sets in the country to about 60,000,000.

Replacements Doubtful

However, a turnabout on the March 7 freeze order, with specific reference to the exemption clause on manufacturing of replacement and repair parts, was suggested at the WPB last week.

Pointing to critical shortages of materials used in the manufacture of parts and tubes, especially to nickel, aluminum and mica, WPB officials said that it is doubtful that even a replacement parts program can be carried on if present conditions continue.

The WPB said that the rapid progress of all industries to all-out war effort may make it necessary to revoke exemptions to orders from time to time.

It was also hinted that more stringent curtailment of materials for the entire broadcasting picture may be found necessary and further freeze orders may have to be issued before the April 22 date for conversion of the industry.

It must be remembered, one official said, that "every allocation of materials to an industry not strictly engaged in a wartime operation will take away materials from tanks, planes and guns." Every effort will be made, it was said, to keep every radio in good repair, but it was added that the WPB feels a saturation point has been reached in the number of radios in the country.

The WPB, with regard to the distribution of present sets in the country, said it would not be going too far afield to say that some time in the future, while the war continues, it may be necessary to register every radio set in the United States to bring about a more equitable distribution of receivers. The observation was made that some homes have more than one good set and extras could be used for homes having none.

Radio Sets Adequate

At his press conference Monday Chairman Fly said that he did not feel that the WPB order would have much effect on the standard broadcast picture, pointing out that the number of sets now in use, plus those on retailers' shelves and the number still to be manufactured, would be adequate for the country's needs. No move has been made to freeze retail stocks of sets.

Hope was expressed by Mr. Fly that the supply of replacement parts for civilian sets would be found adequate for the duration of the war but he admitted the possibility that serious problems in this regard may have to be met later.

Though no problem is foreseen in the standard broadcast picture, Mr. Fly indicated that the unstabilized condition of FM and television may bring added burdens to these fields when the WPB order goes into effect. He expressed praise for the work being done by RCA in instructing civilian defense via television and added that he felt the project would assist in stabilizing television since it is now "tapping a new audience and has already reached more than 50,000 people in the New York area by these defense courses."

Freeze Order

Text of the WPB order issued March 7 follows:

Title 32, National Defense; Chapter IX, War Production Board; Subchapter B, Division of Industry Operators; Part 1077, Radio Receivers and Phonographs; Supplementary General Limitation Order L-44-a. Further restricting and finally prohibiting the production of radio receivers and phonographs.

It is hereby ordered that:

In accordance with the provisions of 1077.1 (General Limitation Order L-44), which the following Order supplements,

It is hereby ordered that:

1077.2 *Supplementary General Limitation Order.*

(a) *Definitions.* For the purposes of this Order,

(1) "Manufacturer" means any person who puts into production any set.

(2) All the definitions contained in paragraph (a) of Limitation Order L-44 shall apply to this Order.

(b) *Prohibition of Production of Sets after April 22, 1942.* Effective April 23, 1942, no manufacturer shall put into production any sets.

(c) *Limit on Use of Materials.* From the effective date of this Order, no Manufacturer shall use in any manner in the production of sets more than $500 worth of materials and parts obtained under contracts or orders executed or placed after February 11, 1942, except that nothing in this paragraph shall impose any limit or restrictions on the use of wooden cabinets or materials for making such cabinets.

(d) *Appeal.* Any Manufacturer who considers that relief from the specific provisions of this Order will affirmatively facilitate his program of conversion from civilian to war work, may apply for relief by addressing a letter to the War Production Board, Washington, D. C. Ref: L-44-a, setting forth the pertinent facts and the reasons why he considers he is entitled to relief. The Director of Industry Operations may thereupon take such action as he deems appropriate.

(e) *Effective Date.* This Order shall take effect on the date of its issuance, and shall continue in effect until revoked.

* * *

SHARPLY cutting off and tapering down production of civilian receivers, manufacturers are more than a month ahead of the deadline set by the War Production Board for conversion to war production.

A recent survey conducted by the *Wall Street Journal* indicates set manufacturers will have converted their facilities to war production well before the mid-June deadline. The *Journal* reports that "dismantled production lines and machines are now a familiar scene to the radio industry". The report continues: "Many a production line has turned out its last civilian set and many a machine has been unbolted from the floor and placed in storage for the duration".

Big Firms Ready

Among the larger set manufacturers included in the survey, RCA, which was 80% converted in February, is expected to run its last set off the production line and be fully converted by March 23. Westinghouse is already 100% within the demands of WPB [BROADCASTING, Feb. 23]. In February the company moved its radio facilities to Baltimore to be near Washington and at that time was 98.6% on war production with the balance of the work going for defense purposes.

General Electric, which in late February was reported to be 80% converted, is now devoting 95% of its efforts to war work. Philco Corp. is expected to stop all civilian production by April 20 and reports that its foremen and other key production men are being trained for all-out war effort.

Pilot Radio Corp., now 50% converted, expects to be in the 100% class by April 22 as does Emerson Radio & Phonograph Co., now doing 15% to 20% war work. April 30 is the date set by Farnsworth Television & Radio Corp. for its full conversion and at the latest the company expects to be out of civilian production by the end of May.

Backlog of Stromberg-Carlson in early February was 90% war material and total conversion is expected shortly.

Inventory losses will be felt by the receiver companies in the converting process as some materials and parts already purchased for civilian sets cannot be adapted to the war program. However, some relief will result from the sale of the parts for replacement and other purposes. The shut-down on automobile production also exacted a hardship on set manufacturers and

(*Continued on page 28*)

Courtesy Radio Retailing Today

"It Keeps My Morale Up!"

WRATHALL PARTNER IN McNARY CHANGE

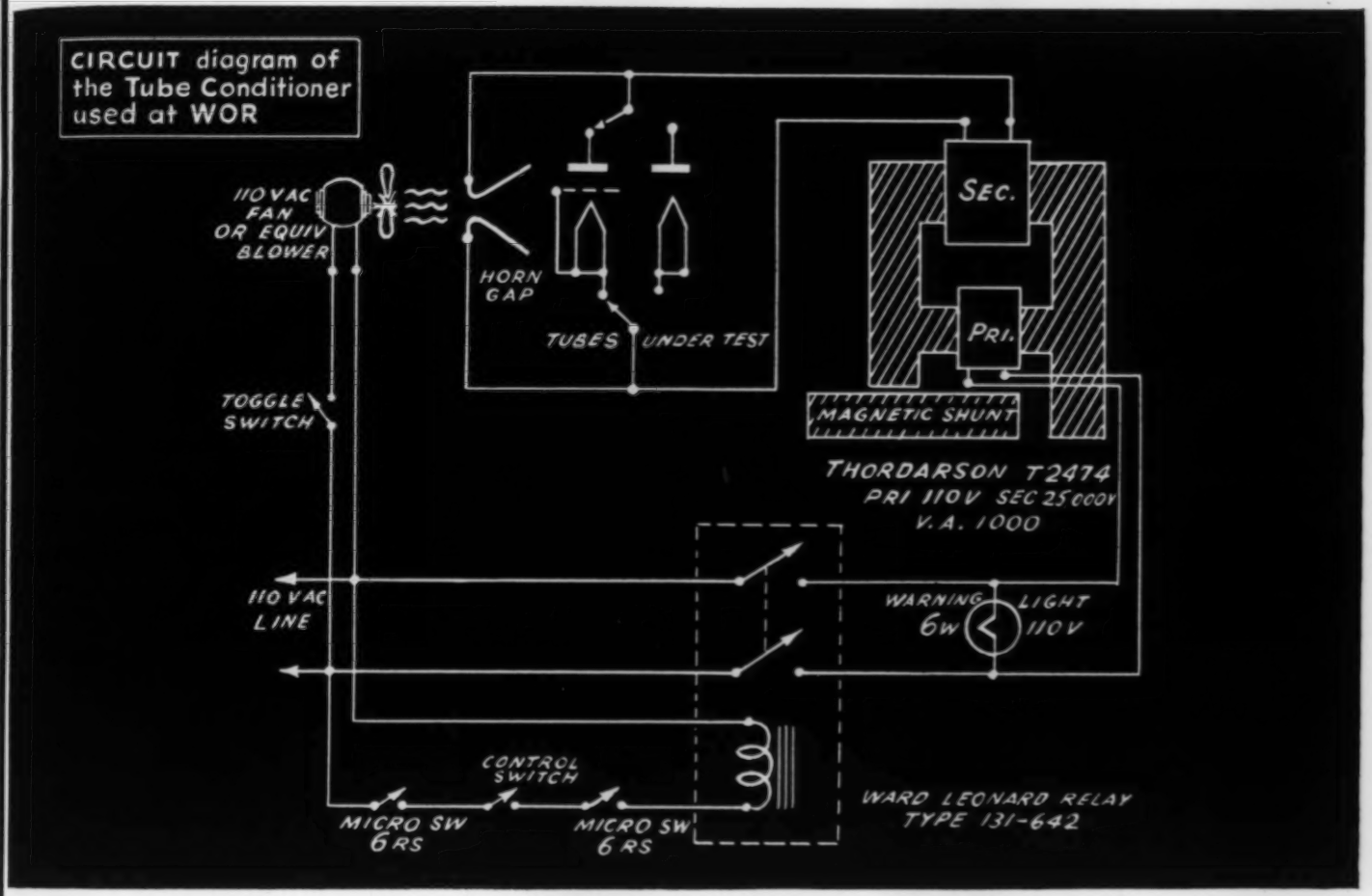
JAMES C. McNARY, Washington consulting radio engineer, has announced reorganization of his firm as McNary & Wrathall, with Grant Wrathall, his associate, taken in as a full partner. Mr. McNary since March 2 has been devoting part time to defense engineering work as a civilian attached to a New England base under the National Defense Research Council. Recently Joseph Chambers, Mr. McNary's partner, relinquished his interest in the firm to go into the Navy doing radio engineering work.

Mr. Wrathall

Mr. Wrathall, a 1932 graduate of the U of Utah, has been with Mr. McNary since 1934 when the latter took over the private consulting engineering practice of Comdr. T. A. M. Craven who had accepted the post of FCC chief engineer and who later was appointed a commissioner.

How to build an inexpensive Tube Conditioner*

**Western Electric does not make this unit or any of its parts. We tell you about it solely to help you get best results from your tubes.*



Adds many hours to tube life . . . keeps spares in perfect shape

With vacuum tubes no longer easy to get, this tube conditioning unit is the answer to every engineer's prayer. Designed by Bell Labs, Western Electric and WOR, it has proved its great value in actual use.

Save that tube!

Here's an example of what it can do for used tubes. After 5,000 hours, one of WOR's 342A tubes showed a tendency to become gaseous. There occurred a series of flash-arcs that would ordinarily mean discarding the tube. Instead, the tube was hardened for service in 12 minutes—reinstated—and went gaily on giving perfect service for over 4,000 hours more!

This same unit also enables you to keep spares as good as the day Western Electric made them, no matter how long they've stood on your shelf. It's good for high and low powered tubes, air cooled or water cooled, amplifiers or rectifiers.

Too good to pass up

You can build this unit for less than $100 complete—and figure on getting your investment back in tube savings in less than six months.

For reprint of an article by Charles W. Singer of WOR—which gives you all the necessary information on how to build and operate this tube and money saver—send the coupon today.

DISTRIBUTORS: In U. S. A.: Graybar Electric Co., New York, N. Y. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corporation.

Distributed by Graybar

Western Electric
Ask your Engineer

GRAYBAR ELECTRIC COMPANY, Graybar Building, New York, N. Y. B

You bet I want a reprint of the article on How to Recondition Vacuum Tubes.

NAME .....

STATION .....

ADDRESS .....

CITY ..... STATE .....

'Don't Let Brands Default'—Francisco

Warns Against Blackout Of Advertising for Duration

USE OF RADIO in Latin America by United States advertisers, particularly the sponsorship of news broadcasts on local stations, is "one of the most valuable of all contributions to better understanding between the United States and the other American Republics," Don Francisco, director of the radio division, Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), declared last Tuesday.

Mr. Francisco

Mr. Rockefeller addressed a meeting sponsored jointly by the Export Managers Club of New York and the Export Advertising Assn. at the Hotel Pennsylvania, New York.

U. S. Goods Active

Citing a recent survey of American advertising in Latin America, which showed that nearly half the linage in newspapers and magazines was devoted to products of United States origin, Mr. Francisco urged continuation or increase of advertising in all Latin American media as a practical means of aiding the war effort and the Good Neighbor policy.

Direct selling is not necessary, he said, but institutional copy, explaining why certain goods are no longer being shipped south from the United States because of war priorities, can in itself be of great value.

"The unique role that radio plays as a vehicle for reaching great masses of people has riveted our attention on broadcasting as one of the most potent weapons in our psychological arsenal," Mr. Rockefeller said. "We are directing our efforts southward—but at the same time we are not overlooking the need for creating a better understanding of the other Americas here in our own country.

"In reaching out for Latin American radio audiences, we have at our disposal five channels of distribution. We seek to use all of them to the fullest extent.

"Shortwave programs are being broadcast over the nation's 11 international stations; outstanding radio attractions are being rebroadcast over local stations through the cooperation of the newly formed international networks; programs are being transmitted point-to-point for pickup by local stations; transcriptions are being made available to local stations; and American advertisers and local American organizations in the other Republics are being encouraged to use their local station facilities.

"During the past year shortwave power has been stepped up appreciably. Average station power has been increased from 21 to 52 kw. Shortwave broadcasts directed to Latin America now total 54 hours a day. Fifteen hours a day are devoted to newscasts. The number of news programs sent out to Central and South America has been increased from 39 to 63 a day during the past year.

"Since newspapers in Latin America do not carry shortwave program listings, we publish program schedules and mail them weekly to set owners. In short, everything possible is being done to improve our shortwave broadcasting facilities and to increase the size of the listening audience. The increasing importance of shortwave radio as an advertising medium is steadily being emphasized.

"It remains our firm conviction, however, that in order to tap the fullest potentialities of radio listening, emphasis must be placed on local stations. We are hitting at this objective with every means at our disposal.

Hearing the President

"The two major inter-American networks—one with 76 affiliates, the other with 122—make available for retransmission through local Latin American stations, programs that originate in the United States. Listeners in the other republics hear broadcasts by famous American personalities. Distinguished visitors address southern audiences with messages that vitalize the Good Neighbor Policy. From Hollywood the great figures of the screen lend color and glamour to the well-rounded radio fare.

"Whenever the President addresses the nation his words are carried by point-to-point facilities to the other republics for rebroadcast by local stations. The Feb. 23 report on the war was picked up by 211 stations, a new high for Latin American distribution of an American broadcast.

"In addition to shortwave and inter-American networks, the Coordinator's office is busily engaged in other aspects of local broadcasting. On the work schedule are 52 transcribed programs in Spanish and the same number in Portuguese. These range from human interest material, such as Robert L. Ripley's Latin American edition of *Believe It or Not* to American folk songs and dramatizations of the progress of the war effort. Hundreds of other programs will be put on records throughout the year, and these will be shipped southward for use by local stations.

"Local talent is also being used for programs devoted to inter-American friendship that are sponsored by local organizations in Chile, Uruguay, Peru and Mexi... For nearly a year we have b... sending a daily 15-minute n... program to stations in Argenti... Uruguay and Bolivia. We ... bringing four prominent Brazili... here this month to start a series ... daily programs of news comme... These will be sent to Rio by po... to-point facilities for rebroadc... over an extensive Brazilian ... work. Similar efforts will be ... tended elsewhere.

"I come now to what is one of ... most valuable of all contributions ... better understanding between ... United States and the other Am... can Republics—the sponsorship ... local programs, particularly n... or informative broadcasts, ... American advertisers. The curr... roster of American sponsors ... cludes many names which are ... words in the American home—... which have won widespread ... sumer acceptance throughout ... Americas.

Industry Helps

"This high degree of partici... tion in the inter-American progra... on the part of private industry ... especially gratifying because ... strikes two key objectives—first, ... reflects the commercial interde... tionship of the Americas; ... second, it provides still anoth... realistic approach to the "kn... your neighbor" doctrine.

"In surveying the role of priva... enterprise in this vital phase ... our war effort, the broad opportu... nity for still more local sponso... especially of news programs, imm... diately suggests itself. We ha... no better weapon with which ... defeat our enemies' fantastic li... than the simple, unvarnished tru...

"And this truth manifests itself ... most powerfully in the superb, ob... jective news coverage furnished ... our great press associations. Th... news enjoys the confidence of th... vast majority of Latin Americans. More than 300 leading newspapers throughout the other republics de... pend on the services of Associated Press, United Press, International News, and Trans-Radio News. In addition, 150 local radio stations are now broadcasting either AP or UP news. The number is growing steadily.

"What better way to spread the gospel of free people than for American business to make avail... able to our southern neighbors news that is not Goebbelized . . . truth ... the very essence of the ideals for which we wage war?

"Those of us who have not yet been summoned to the front line of battle find ourselves searching inwardly for an answer to the question: "What more can I do to help win the war?" For expert advertisers, this reply springs forward: Enlist your strength in the psychological corps. Help our neighbors of the other American republics maintain the freedom of thought, freedom of spirit, freedom to know the truth that has been blotted out by Axis chicanery in other lands.

"Advertisers assist the war effort when they maintain or, where possible, expand their local newspaper

(*Continued on page 26*)

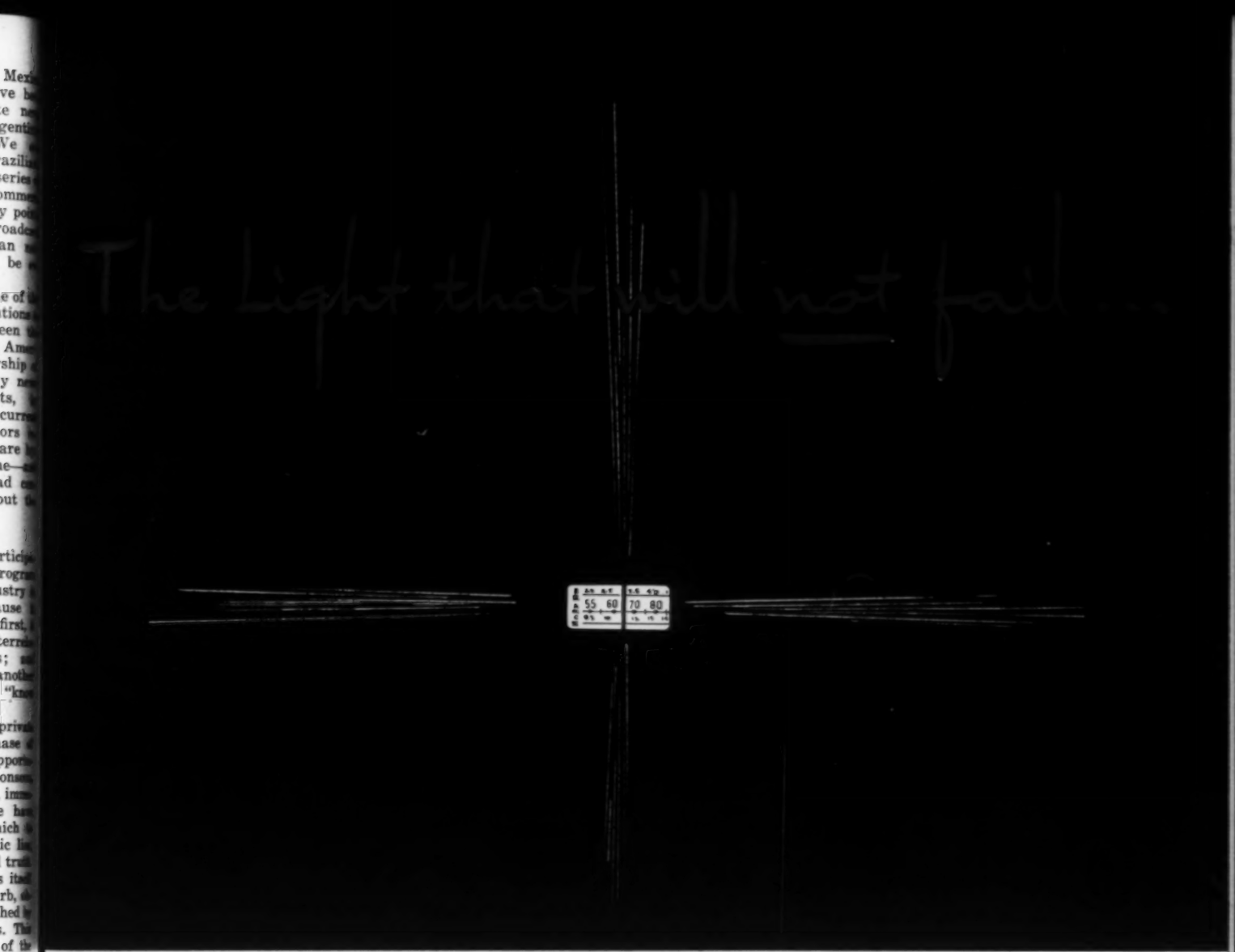
Latin Shortwave Sets Await Action by WPB

NO ACTION had been taken last week by the War Production Board on the allocation of materials for the 800,000 shortwave receivers requested by Nelson Rockefeller, Coordinator of Inter-American Affairs, who desires the receivers to be distributed in South American countries to receive broadcasts directed from this country.

It was stated by WPB officials that the matter is being given intensive study but so far is still "up in the air." It was added that if materials are allocated for the project the receivers will be of special lightweight design.

Increased support for Rockefeller's idea has been reported from the State Department, inspired by the recent United Nation's conferences at Rio de Janeiro. The WPB, State Department, Office of Price Administration, the Rockefeller organization and other governmental agencies are reported to be in attendance at conferences on the Latin-American project.

JOKING EXPERTS appearing on *Can You Top This* (WOR, Tuesdays, 8:30 p.m.) were inducted into Saints & Sinners, laugh fraternity. At induction ceremonies were (l to r): Nick Keesely, talent chief at N. W. Ayer & Son; Jack Upton, agency account executive; joke-masters Ed Ford and Joe Laurie Jr. (in box); Jerry Straka, general manager of Kirkman & Son, the show's sponsor; and ex-governor Harold G. Hoffman of New Jersey, toastmaster of the Saints and Sinners.



At every moment, through cold dawn and blackest night, in every nook and corner, the light that is Radio comes to the people of America.

It comes to the fighting men in the foxholes, to the workers in the assembly lines, to teachers and pupils in quiet classrooms, to rookies in khaki, to the women whose courage sings in sadness. It comes to farmers, riveters, storekeepers, scientists, salesmen, firemen, industrialists, shoemakers.

Wherever it falls, there is light.

In this hour, American Radio is equal to its great responsibility. . . . .

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Auto Club in Detroit Advertises Despite War

DESPITE conversion to wartime work of the entire automotive industry, the Automobile Club of Michigan has signed with WWJ, Detroit, for broadcasting of all U of Michigan football games next fall, according to an announcement by Richard Harfst, ACM general manager.

The contract will also call for spot announcements following all Detroit Tiger American League games this summer. Ty Tyson, assisted by Paul Williams, will give the play-by-play of the football games.

Mr. Harfst, in announcing the contract, said that the ACM schedule will not be institutional but will be conducted on the basis of "Keep 'Em Going," stressing service and insurance. The ACM, with a membership of 180,000, is one of the largest organizations of its kind.

Francisco

(*Continued from page 24*)

schedules . . . when they plan their radio promotion in terms of programs that promote Hemisphere good will. Consistent advertising—more sponsors—more news—more Good Neighbor commercials. These are the flesh and blood of our kind of psychological warfare.

Must Maintain Schedules

"I realize full well that the hardships imposed on American exporters make it difficult, if not impossible, for some to maintain their advertising schedules. But there are many American concerns whose plants are geared fully to war production. Their income has not been materially affected. In many cases it has increased. Such companies have an unique opportunity to contribute effectively on the psychological front.

"The figures on American advertising in Latin America, gathered by your association a few weeks ago, emphasize the need for maintaining promotional schedules. An analysis covering 64 of the must important Latin American newspapers and magazines showed that more than 43% of the linage was devoted to products of United States origin. You drew from these figures a sober conclusion—the loss of revenue represented by the cessation of U. S. advertising would mean the difference between operating at a profit and operating at a loss for many of these friendly publications. The same thing is true of radio stations.

"The implications of such a catastrophe were summed up by one of your members, Walter Bomer, of the Bristol-Myers Co., who declared:

" 'The worst sufferers would be the newspapers, the magazines, the radio stations—friendly media for the distribution of information to the masses. Since the war they are more than ever dependent on us. Only from the U. S. and Canada can they today buy their supplies of printing papers, foundry metal, type, broadcasting equipment, replacement parts, and other essential supplies. Practically all other sources of these basic needs are closed to them. Here again is illustrated the vital role that U. S. advertising plays in helping to maintain these friendly media.'

"Many an advertiser, facing the realities of materials shortages and transportation difficulties, asks: 'I would like to keep on advertising. It would keep my name before my customers. But I have no merchandise to sell—what can I say in my copy?'

Building Confidence

"Domestic advertisers have met and solved the same problem. They are talking in terms of conservation. They are dramatizing their service story. They are telling their customers, in the frankest terms why business as usual is out. Thereby they are building confidence in our ability to carry through our war asignment to a successful conclusion. And they are sowing seeds of goodwill for the resumption of normal business when the war ends.

"You can bring no more valuable advertising message to your Latin American customers than to explain *why* shortages exist. Our neighbors must be told that here in the United States we, too, are facing the same problems. They must understand that dislocations are due not to any lessening of effort on our part, or to an inability to cope with the emergency, but to our determination to subjugate everything else to the main job of turning out the materials that will spell victory.

"These emergency copy themes can be as potent in your export advertising as in your domestic. They bring understanding. They play a vital role in bolstering civilian morale. They strengthen confidence in the future.

"In discussing the inter-American program in terms of your own advertising efforts, I speak to you not as a theorist or as one unacquainted with the elements of merchandising. I know full well the conflict that ensues when either advertising manager or agency present plans and schedules when merchandise is not available . . . when delivery schedules are shot . . . when packaging difficulties conspire to upset orderly marketing.

"And yet, if we are fighting to insure a future in which competitive enterprise will flourish, in which we can resume our places in the front line of commerce, can we afford to toss goodwill into the discard? Can we allow trademark recognition and brand preference to fall by default? Can we blackout advertising for the duration?"

KTAR-
first with another LEADER
Consolidated Motors, Inc.
LIFETIME GUARANTEED
FORD
USED CARS
Ford
Arizona's largest Ford Dealer has preferred KTAR since August, 1932. In February, 1942, regardless of wartime handicaps, Consolidated Motors re-signed its fifty-two-week, non-cancelable contract for daily news broadcasts from KTAR. The management enthusiastically reports that . . . "Service volume and Used Car sales are on the increase!" This proves again that leading advertisers are justified in their preference for KTAR . . . now in its twentieth year as the veteran producer of better results in the rich Arizona market.
KTAR
PHOENIX, ARIZONA
Key Station of the
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit San Francisco Los Angeles
The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix
★★KVOA-Tucson
★★KYUM-Yuma
★★KGLU-Safford
★KCRJ-Jerome
★KWJB-Globe
★KFCA-Prescott
★★NBC RED and BLUE Network Stations
★Other ABC Stations
AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

Luke R. Roberts Feted At Testimonial Dinner

LUKE R. ROBERTS, head of the educational department of KOIN and KALE, Portland, Ore., was honored at a testimonial dinner recently in recognition of his appointment as CBS director of education in the Northwest. Gov. Chas. A. Sprague and Mayor Earl Riley attended, both stressing the public service rendered by KOIN-KALE. From California came Don Thornburgh, CBS vice-president in charge of West Coast activities, and Frances Wilder, CBS West Coast educational director. Leading figures from local schools, newspapers and radio stations attended. C. W. (Chuck) Myers, president of KOIN, presided and was assisted by Henry M. Swartwood Jr., program manager.

Mr. Roberts

Mr. Roberts was complimented on the support he has won among Northwest listeners and for numerous cultural programs he has launched or renovated under the KOIN-KALE banners. Further honor was paid Roberts the following day at the Portland Rotary Club luncheon, where KOIN-KALE put on a "let's tell you about radio" program.

Among those attending the Roberts testimonial dinner were: Mrs. Frederic Young and Mrs. Carl Taylour, Portland Radio Council; Rex Putnam, State Superintendent of Public Instruction; Henry Gunn, Assistant Superintendent of Schools; Alfred Powers, Oregon Extension Division; Nell Ungar, Portland Public Library; Robert T. Davis, Portland Art Museum; G. Bernard Noble, Reed College; Mrs. Zelta Rodenwold, KOAC; Mary Gilmore, KBPS; Arden Pangborn, manager, KGW-KEX; C. S. Jackson and Dean Collins, *Portland Journal*; Harry Buckendahl, Arthur Kirkham, Ted Cooke, Johnny Carpenter and Marc Bowman, KOIN.

Paramount Time

PARAMOUNT PICTURES Inc., Hollywood, in addition to an intensive spot campaign, has arranged for two transcontinental network broadcasts on successive Friday nights to plug the film, "The Fleet's In". Jimmy Dorsey and orchestra on March 20 will be heard on 92 Blue Network stations, Friday, 10:15-10:30 p.m. (EWT), playing tunes from the film in which they are featured. Dorothy Lamour and other players will do scenes and songs from the film on March 27 over 75 MBS stations, Friday, 9:45-10 p.m. (EWT). Latter program will also include eight songs written by Johnnie Mercer and the late Victor Schertzinger for the musical. Agency is Buchanan & Co., New York.

A BOOKLET titled *Music in the National Effort*, containing data of aid to program directors, has been issued by the War Dept. in Washington and may be procured from its Public Relations Branch.

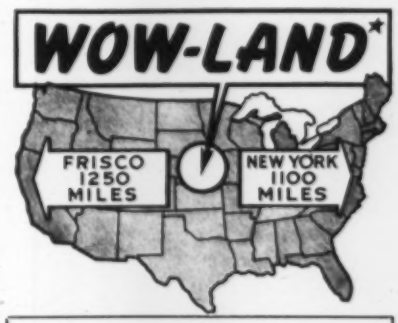
Loyal Listeners buy 30,000

Extra Shares of Freedom!

★ 30,000 folks in WOW-LAND are buying an EXTRA Defense Bond as the direct result of WOW's Red, White & Blue Revue already presented to capacity audiences in Fremont, Beatrice, Columbus and Hastings, Nebraska, and later to be seen in at least six other WOW-LAND cities. 40 WOW personalities are in the cast.

To see this inspiring Revue each listener must buy 50 cents' worth of defense stamps in a new stamp album. Thus he or she starts out on an *extra* defense bond. A showing of hands at one performance revealed that more than half the audience had bought their *first* defense stamps in order to see the Revue.

WOW is doing everything any radio station can in the interests of National Defense. The Red, White and Blue Revue, of which the Woodmen of the World Life Insurance Society pays the production costs, is something EXTRA —and it serves a *double* purpose. Uncle Sam gets all the money. WOW and its clients profit by greatly enhanced listener loyalty.



*WOW-LAND includes the western third of Iowa; two-thirds of Nebraska; and big income sections of Kansas and South Dakota.

RADIO STATION
WOW
OMAHA
NBC RED NETWORK
590 KC. ★ 5000 WATTS
Owned and Operated By
Woodmen of the World Life Insurance Society
JOHN J. GILLIN, JR., GEN'L MGR.
JOHN BLAIR CO., REPRESENTATIVES

NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!

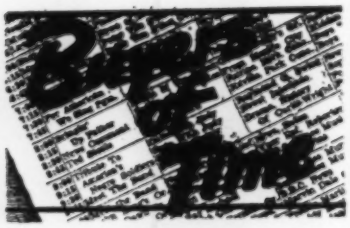
CASH INCOME and GOV'T PAYMENTS

Source: Department of Agriculture, 1940

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives



WALTER McCREERY

INSISTING he is not a super-salesman, Walter K. McCreery, competent general manager and principal timebuyer of Allied Adv. Agencies, Los Angeles, operates on a reason-why basis rather than selling a "pound of air". He believes in the closest cooperation between agency and station in servicing the sponsor.

His present association was effected in late 1936, following some ten years sales experience with Southern California radio stations as well as publicity work and a brief period during which he operated his own agency.

Born in Los Angeles July 15, 1900, he attended Harvard Military Academy and Manual Arts High School, that city. In the Spring of 1918, Walter gained a year's additional training in advertising, bookkeeping, and commercial law at Los Angeles Business College, later becoming assistant advertising manager of Bledsoe Furniture Co., San Diego, Cal. Then, at his father's suggestion, he became interested in the oil industry and went to Bridgeport, Texas, in 1921, where an opportunity boom was under way. Engaged in building refineries, market research and sales, the youth returned to Los Angeles long enough to marry, on Christmas Eve, his high school sweetheart, Edna Gane. Immediately afterwards he took his bride back to Texas. They have a 16-year-old daughter, Elizabeth Ann.

Los Angeles again became his home in 1925. He worked as manager of a radio supply store. Through contacts gained there, he became associated with the sales department of KMTR, Hollywood. Shortly afterwards he went to KGFJ as manager, remaining there for 1½ years.

Then he joined KNRC. When that station's call letters were changed to KTM (now KECA), through shift in ownership, he continued as commercial manager until 1930. Walter spent the next year as commercial manager for the dual management of KMTR and KMIC (now KRKD). Next few years found him as commercial manager of KMPC, Beverly Hills, Cal., and again in the same capacity at KTM.

After two years of operating his own agency, he joined Allied Adv. Agencies as office manager. When the firm was incorporated in 1936 he was made vice-president. His association with Allied Adv. Agencies and its owner, Fehr Gardner, has progressed to a point where offices are now located in Los Angeles, San Francisco and San Diego.

Walter spends much of his leisure time working on an elaborate model railroad he has constructed. Hunting and fishing are recreations, too.

WOV 1280 Club Holds Defense Stamp Festival

TO CELEBRATE the first anniversary of the *1280 Club*, popular record program on WOV, New York, Alan Courtney, the show's m.c., was host last Wednesday night at a U. S. Defense Stamp Party in Mecca Temple, New York. The estimated attendance of some 12,000 persons, including American, British, Canadian and Australian soldiers, sailors, 100 models, and well-known radio talent, listened to the regular Courtney broadcast, 6-9 p.m., while the entire evening until midnight was broadcast on WOV.

Leading orchestras and singers entertained at the party, admission to which was the purchase of defense stamps of any price.

On WOV for just a year, the *1280 Club* has ten sponsors, including Aronson-Caplin Co. (underwear); Chas. Gulden Inc. (Mustard); Bridges' Apparel Shop; National Schools, Fels-Naphtha; Paramount Pictures; Bulova Watch; National Shoe Stores; Barney's Clothes; Dioxygen Face Cream.

Priorities

(*Continued from page 22*)

it is reported that companies are holding substantial inventories of automobile radios on their shelves.

Also adding to the expense of conversion is the addition of new equipment and inventory, war radio equipment being of different construction than civilian sets.

In the labor picture, WPB previously has pointed out that since most of the larger manufacturers are already converted to war production there will be no serious labor problem. However, it was admitted difficulties may arise with change-over by small manufacturers since it is more difficult for them to make a quick conversion with the result that they cannot immediately obtain war work. Careful consideration of these problems was promised by the WPB who stated that everything possible would be done to avoid extreme hardships being placed on the smaller manufacturers [BROADCASTING, Feb. 23].

In the CONTROL ROOM

EDGAR KAMPF, engineering head of Brinckerhoff Studios, New York, has been granted a leave of absence to do special radio work for the Navy. Clem Holloway, formerly of Columbia Recording Corp., replaces him. Paul Zollmer, formerly with Western Electric Co., has joined the Brinckerhoff engineering staff, while Mal West has moved to the CBS shortwave technical division.

JOHN M. BALDWIN, chief engineer of KDYL, Salt Lake City, has returned from a special two-week course at the War Department's civilian defense training school at Stanford U. Baldwin is engineer for the state-wide civilian defense communications committee and communications engineer for the Utah civilian defense council.

HARRY SPEARS, KNX, Hollywood audio supervisor, is the father of a girl born March 8. Mrs. Spears, a radio singer, is known professionally as Jean O'Neill.

DAVID W. JEFFERIES, chief engineer of WCED, DuBois, Pa., has resigned to take wartime duties in the radio division of the Naval Research Laboratories, Washington.

SAM L. MAYNARD, transmitter engineer, and Maurice E. Thalen, studio engineer of KLZ, Denver, have resigned to serve with the Signal Corps in training radio men for the air force.

E. C. FROST, for the last seven years with RCA as western division transmitter sales engineer, and C. W. Slaybaugh, who served in the same capacity for the eastern district, have been transferred to the Government radio section of RCA Mfg., Camden.

LOUIS E. HEIDEN, formerly of RCA-Victor in Chicago, has joined NBC Chicago as studio engineer, succeeding L. L. Washburn, called to military service.

WILLIAM C. THARP, formerly chief engineer of WGRC, Louisville, has joined the engineering staff of WCKY, Cincinnati.

H. PRESTON SEAY Jr., new to radio, has joined the operating staff of KFRO, Longview, Tex., replacing Freeman Tatum, who resigned to become an instructor in radio at Kilgore (Tex.) Junior College.

HILBERT E. GLADE, formerly of WKBZ, Muskegon, Mich., has joined the engineering staff of WHBF, Rock Island, Ill.

ED THOMPSON, engineer of WMBD, Peoria, Ill., has been drafted into the Army and is stationed at Camp Grant, Ill.

ROBERT GLENN, formerly KTAR, Phoenix, technician, has joined KFAC, Los Angeles, in a similar capacity, succeeding Mel Le Mon who resigned to join the Navy.

MILTON HALL, new to commercial radio, has joined the engineering staff of KLZ, Denver.

New Post to Biggar

ELECTION of George C. Biggar, program director of WLW, Cincinnati, as president of the Crosley Employes' Credit Union was announced last week by the board of directors. He succeeds, Eldon Park, former WLW assistant sales manager, now a sales representative in the station's New York office. The organization boasts a membership of 1,130 which has grown from an initial membership of 50 in 1935.

NAB 4th District

(Continued from page 20)

Haverlin outlined means by which stations can identify actual copyright owners of compositions, notably those originally copyrighted abroad.

Resolutions Adopted

At the closed membership meeting concluding the all-day session, the membership adopted the series of resolutions. That commending Mr. Kennedy for his stewardship as district director follows:

WHEREAS, John Kennedy has served with distinction and diligence for the past four years as a member of the Board of Directors of the NAB, representing the 4th district, and whereas, Mr. Kennedy has today advised the membership that his war service activities make it impossible for him to serve another term as director of the NAB.

THEREFORE, be it resolved that the 4th district membership of NAB in convention assembled at Roanoke, March 7, 1942, go on record as expressing its appreciation to Mr. Kennedy for his loyal service to the broadcasters of this district and the industry as a whole.

Attending the meeting were:

Burt Adams, NBC; Edward A. Allen, WLVA; Philip P. Allen, WLVA; Campbell Arnoux, WTAR; Edward E. Bishop, WGH; Walter Brown, WSPA-WORD; Leonard D. Callahan, SESAC; Howard L. Chernoff, WCHS; C. C. J. Culmer, SESAC; John H. Dodge, WRC; Edward E. Edgar, WGH; Harold Essex, WSJS and W41MM; Horace Fitzpatrick, WSLS; Fred Fletcher, WRAL; Carl Haverlin, BMI; James L. Howe, WBTM; Walter Huffington, WPID; Fred Johnstone, WSLS; Ray Jordan, WDBJ; A. E. Joscelyn, WBT; O. J. Kelchner, WMMN; John A. Kennedy, WCHS; F. D. Kesler, WDBJ; Frank E. Koehler, WSLS; C. T. Lucy, WRVA; John Mayo, Associated Music Publishers; Neville Miller, NAB; James H. Moore, WSLS; John W. New, WTAR; Paul Reynolds, WDBJ; J. Harold Ryan, Office of Censorship; G. Richard Shafto, WIS; John Shepard, 3d, Yankee Network; Alex Sherwood, Standard Radio; George W. Smith, WWVA; Joe L. Smith, Jr., WJLS-WKWK; Sol Taishoff, BROADCASTING Magazine; Eddie Vann, WLOG; Jack Weldon, WDBJ; Jesse Willard, WJSV; W. A. Wilson, WOPI; Jerry Winters, WGBR.

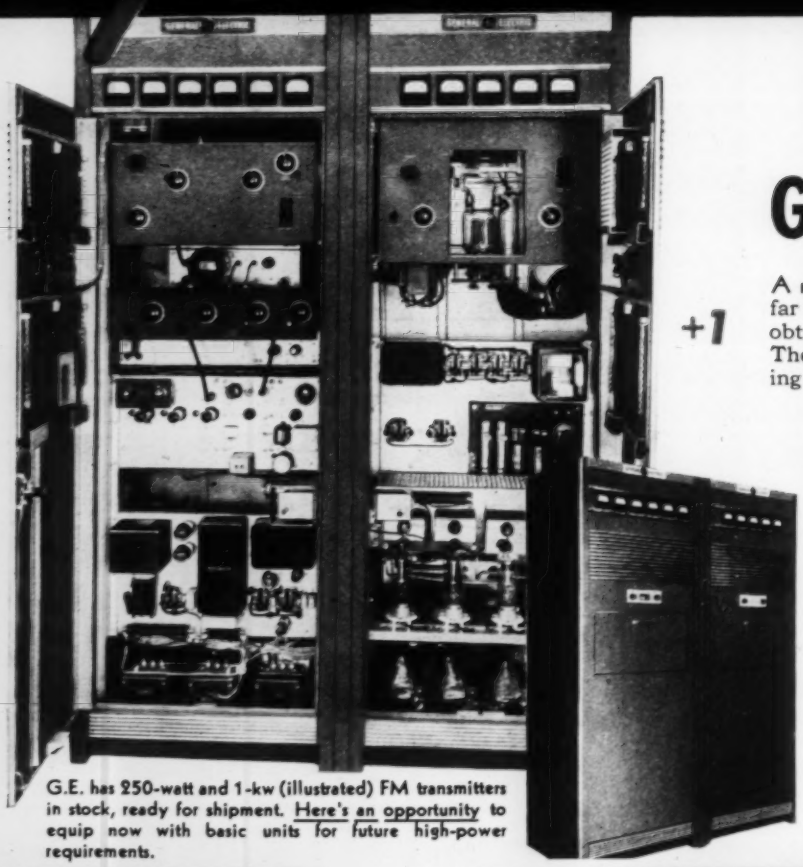
Last Big Day

NOT LATE once in three years at WWVA, Wheeling, Don Blake, transmitter engineer, met up with one of the worst snowstorms in West Virginia's history the last day he was to report to work previous to his departure for naval training March 7. Five miles from the transmitter Don's car stalled in a snowdrift, hopelessly stuck. He reached a phone and called Clyde McClymonds, who put the station on the air. Don arrived three hours late on foot, and both men were marooned. Food sent to them by a circuitous route arrived a day-and-a-half later.

AMERICAN Federation of Radio Artists has negotiated contracts with KPAS, Pasadena, and KROW, Oakland, covering staff announcers at each station, the union reported last week.

WE'VE GOT SOMETHING TO SHOUT ABOUT!
WINCHARGER
VERTICAL RADIATOR
And we can back up our shouting. Over 45% of the stations granted licenses in 1941 chose Wincharger Vertical Radiator.
Here are the reasons:
★ LOW INITIAL COST
★ STRONG EFFICIENT COVERAGE
★ ATTRACTIVE APPEARANCE
★ LOWER MAINTAINANCE COST
★ DESIGNED FOR 100 MILE WINDS
Experienced contractors are available for complete erection service, including lighting equipment, anchors, base and ground systems.
WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION
SIOUX CITY IOWA
Write Today for Complete Details

5 plus FEATURES



G.E. has 250-watt and 1-kw (illustrated) FM transmitters in stock, ready for shipment. Here's an opportunity to equip now with basic units for future high-power requirements.

YOU GET WITH G-E SIMPLIFIED FM

+1 **A new method of contro ling crystal temperature,** which far surpasses older methods in the frequency stability obtained, is utilized in the hermetically sealed G-31 Thermocell crystal unit. Provision is made for switching to a spare during operation.

+2 **An automatic recloser circuit** makes the interruption of service caused by momentary overloads (removed by overcurrent relays) almost imperceptible to the listener.

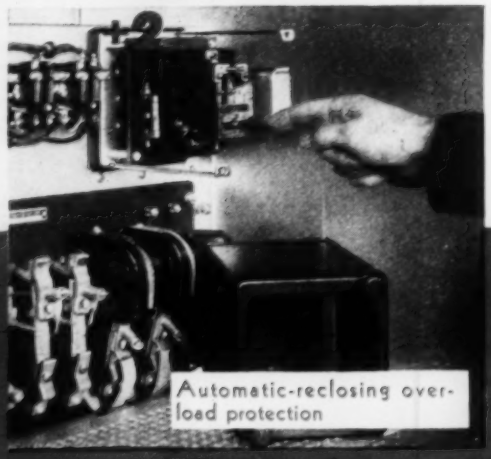
+3 **Telechron motor time-delay relays** protect the rectifier tubes against premature application of plate voltage.

+4 **Vertical-chassis construction** makes every tube and soldered joint completely accessible. There is no need of removing entire units from the transmitter for detailed inspection.

+5 **Safety to operating personnel** is assured by interlocks and high-voltage grounding switches on the main-access doors.

Details, yes, but important. Extras like these, standard for all G-E *FM* transmitters, contribute substantially in assuring you unusually excellent performance. For long dependable operation at low cost make your FM installation completely General Electric.

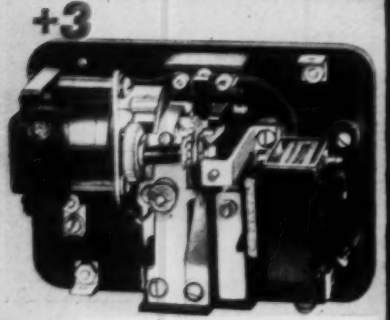
The G-31 Thermocell crystal unit



Automatic-reclosing overload protection

General Electric and its employees are proud of the Navy award of Excellence made to its Erie Works for the manufacture of naval ordnance.

+3



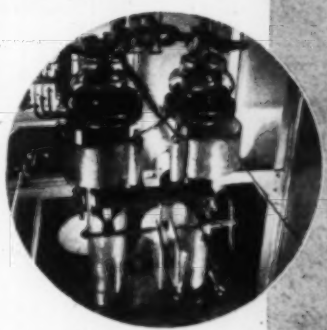
Telechron motor time-delay relays

Complete accessibility without disassembly

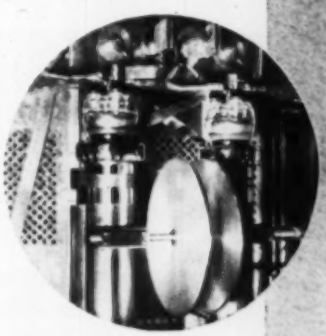
Safety grounding switches

...and here are THREE TUBES FOR HIGH EFFICIENCY at the U.H.F.'s

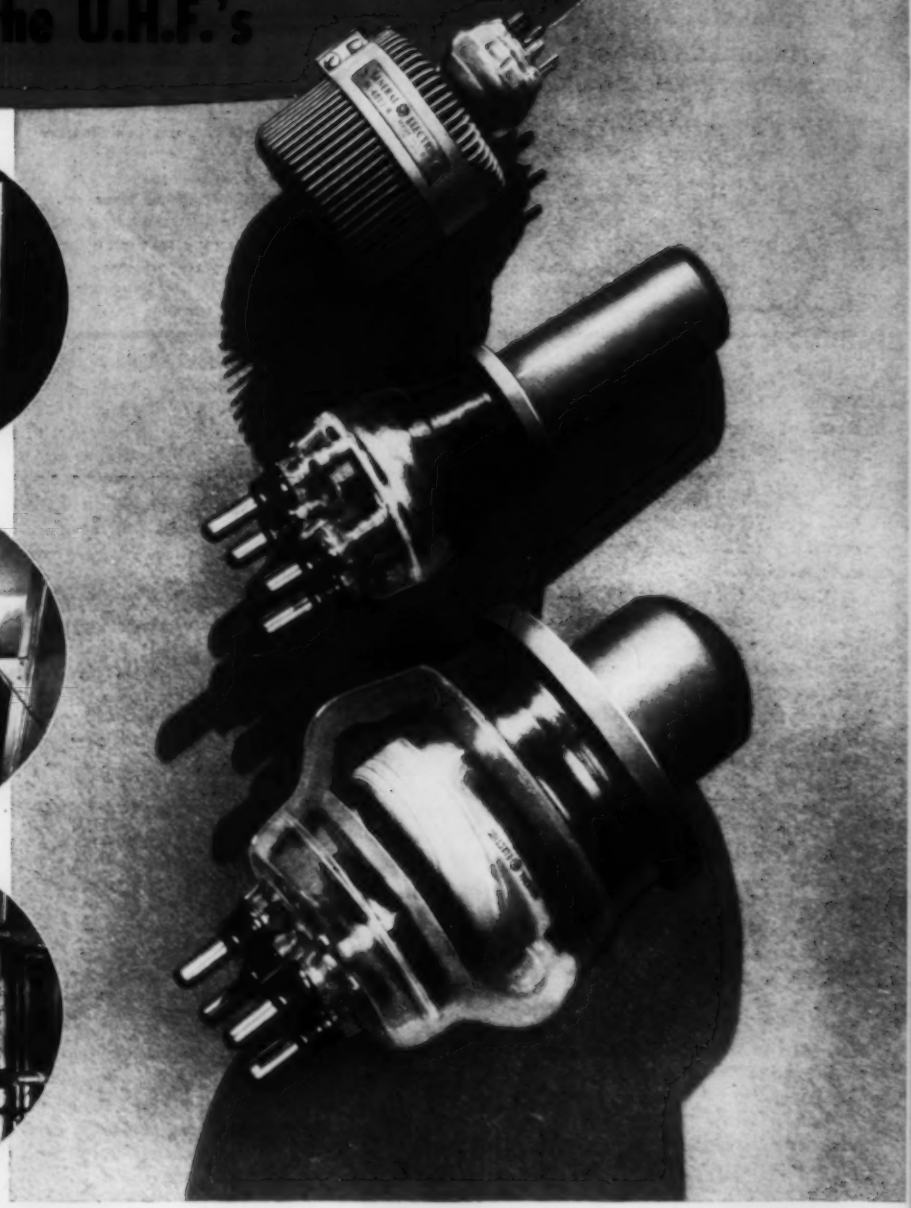
Hardly a handful, but the GL-8002R's output is 1800 watts up to 100 mc



Zenith's FM station W51C packs a 50-kw wallop with a pair of GL-880's



Twenty kilowatts of FM from these GL-889's at W47NV*



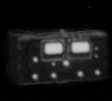
"EXCELLENT stability," "Easy to drive," "Easy to neutralize," "No cooling problems," —that's what users are saying about these three tubes. Although built by General Electric primarily to speed the conquest of the ultra-highs, the GL-8002R, GL-889 (also available with radiator for forced-air cooling) and GL-880 provide superior performance for all present-day broadcasting.

Have you investigated our complete line of transmitting tubes for standard broadcasting, FM, television, and international service? Bulletin GEA-3315C will bring you the story. Get a copy from your nearby representative or dealer. Ask also for information about any of the FM equipment listed below. General Electric Company, Schenectady, N. Y.

*Operated by the National Life and Accident Insurance Co., Nashville, Tenn.

FOR

ALL



YOUR

FM

NEEDS

FM Broadcast Transmitters 250 to 50,000 Watts

S-T Transmitters

Measuring & Testing Equipment

Receivers for Home and S-T Service

FM Police and Emergency Transmitters and Receivers

Tubes

GENERAL ELECTRIC

BROADCASTING
and
Broadcast Advertising

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15-&-2% Stew

WITH UNRELENTING vigor, the American Assn. of Advertising Agencies is pressing its crusade for recognition of the 2% cash discount by the broadcasting industry. Admitting there may be justification from the agency end for the cash discount, it nevertheless is apparent that the pressure couldn't be more untimely.

If applied horizontally, how much would that cast discount cost? As we figure it, in the neighborhood of $3,500,000! That's about 2% of the industry's net time sales in 1941, which aggregated $176,280,000. But it's even worse than that because the rebate would come off the top, cutting into station net. It might amount to as much as 15 or 20% when figured in ratio to net return.

All this in the face of rapidly increasing costs for both networks and stations, and with corresponding diminishing returns, even assuming that business remains at its present level. Then there's increased taxation and less time to sell because of essential Government war programs.

Radio's overall rate structure wasn't established to absorb the 2% cash discount. According to recent industry surveys, fewer than 20% of the stations now allow it. At this writing, none of the nationwide networks recognize it. There are signs of capitulation, however. Once one network yields, the others may be expected to follow. Then it will spread like wildfire through the stations for obvious competitive reasons.

The cash discount is one of radio's perennials. True, the bulk of newspapers and magazines recognize it, but radio, on an industry-wide basis, never has. The reason for it, according to the AAAA, is to enable the agency to collect from the advertiser and, secondarily, to enable the medium to collect from the agency. No one has suggested that the agency be penalized by, say, 2% (out of its 15% commission) if it doesn't pay for facilities by the 10th of the month. When one sells a commodity or service, he obviously expects to be paid, and shouldn't be given a bonus because he has met that obligation. If the rate structure is out of kilter, then adjustments should be made, upward or downward, in rates and frequency discounts—not in commissions or rebates.

Consider this analogy. The industry fought the ASCAP-copyright battle for a dozen years on principle as well as dollars. It finally licked the flat 5%-of-receipts tribute, and as a result of the campaign the industry, for all of its music requirements, will pay in the neighborhood of 3% of receipts. Hence a 2% saving. ASCAP will get only about $3,600,000 in 1942, as against some $5,100,000 in 1940. All that gain, after more than a decade of bitter battle, would be tossed overboard by yielding to the cash discount demand.

There are many other arguments pro and con over this irrepressible issue. With conditions so uncertain, and with all costs on the upgrade, it should be obvious to client, agency and medium that this is no time to resurrect the controversy. Reopening of rate structures on an industry-wide basis might well result in horizontal rate increases, to absorb increased costs, and commensurate with radio's tremendously accelerated circulation by virtue of war-listening and expanded coverage.

At the moment, the pressure is on the networks to pay the 2%. Affiliates, it seems to us, should let their network headquarters know their pleasure in this matter.

Self-Censorship

PRAISE from the censors is praise indeed, for censorship is one of the most delicate problems of the war. So far not one word of criticism has yet been voiced by the Office of Censorship against the wartime broadcasters; on the contrary, Byron Price, Director of Censorship, had nothing but good words for both the radio and publishing industries during his appearance on the MBS *American Forum of the Air* the other night.

Mistakes have been made, of course, but they were relatively slight and they were regarded as so unimportant that they could be corrected by direct contact and without any attendant publicity.

The radio audience's few self-appointed G-men have raised some squawks, particularly with respect to some foreign-language programs—but these, when traced down, as FCC Chairman Fly reported, were found baseless.

Some commentators, airing opinions as distinguished from news, have aroused a certain amount of public and official ire; but there is no disposition to clamp down on opinion and criticism unless it plays fast and loose with information which may give aid and comfort to the enemy.

Exactly two months have passed since the Wartime Code of Practices for Broadcasters was promulgated as a voluntary measure by the Office of Censorship, without a single instance of subversive activity through the nation's broadcasting stations and with nary a bit of "evidence of a deliberate attempt to sabotage this experiment in self-discipline", to use the words of Mr. Price.

It's a fine record so far and one that does credit to the broadcasting fraternity. But one major slip can cloud that record and the burden is upon the broadcasters, particularly the commentators and newscasters, to maintain the proper restraints. So far they have found the Office of Censorship, while sometimes slow because of the burden of work, generally sympathetic and wholly cooperative. Mr. Price, J. Harold Ryan, his radio aide, and John Sorrells, his press aide, are committed to the maintenance of free speech, free press and free radio even during these trying days. But they will wield the big stick on instant notice if necessary.

Self-censorship is working so far. It will continue to work if the broadcasters will constantly bear the Code in mind and will always apply the test: "Is this information valuable to the enemy?" When in doubt, ask the censor—even if it means a time lag.

The RADIO BOOK SHELF

LISTING in condensed form the rates, circulation, closing and issuance dates for general, farm, mail order, direct selling, and trade magazines, also newspaper display and rotogravure sections, the 1942 *Advertisers Rate & Data Guide*—17th annual edition—has been published by the E. H. Brown Adv. Agency, Chicago. Also included are radio time rates and wattage of larger stations and principal networks plus complete classified ad information on all leading newspapers. The 52-page guide is available to advertisers without charge.

DISCUSSING the questions: Who is Interested in Children's Radio Programs?, What Makes the Problem So Complicated?, What Basic Purposes Should Children's Programs Serve?, By What Criteria Should Children's Programs Be Judged? and How Were These Criteria Developed?, a 24-page booklet, *Criteria for Children's Radio Programs*, written by Howard Rowland, I. Keith Tyler and Norman Woelfel, has been issued by the Federal Radio Education Committee with the cooperation of the U. S. Office of Education.

TWO MORE BOOKLETS in the Canadian Broadcasting Corp. series have been released. One, *The CBC War Effort*, explains wartime policy, various network services, censorship and information and other wartime programs. The second, *Special Events*, reviews radio scripts, reports of ceremonies, goodwill events, outstanding broadcasts over a five-year period, international goodwill events and work of CBC mobile units.

THE SYSTEM of American radio is dissected and what makes it tick analyzed in *Who, What, Why Is Radio?* by Robert J. Landry, radio editor of *Variety* [George W. Stewart Co., New York, $1.50]. He discusses the broadcasters, regulators, sponsors and pressure groups; critically surveys what is broadcast and how; and discourses on many of the vagaries of the industry.

We Pay Our Respects To —

GEORGE LASKER

WHEN you're talking about George Lasker, there's one thing in particular to be remembered beyond his success as a salesman, whether it be real estate or radio time, and as general manager of WORL, Boston. George is the gent who year after year kept at the job of making a kilocycle reading mean something to the general public, who with his *920 Club* on WORL—using the station's 920 kc. frequency as the basis of a sales vehicle—started a programming idea that has spread to other stations all over the country.

George Lasker got his start as a showman early in life. He was born on Christmas Day, 43 years ago, in Newport, R. I. His family later moved to New York, and at the so-called "tender age" launched a moving picture career, working as a child actor at the old Crystal Film Studios. He claims he was not much of an actor, but "fooled the movie bosses for several years", appearing in some of the famed Pearl White thrillers. He carried leading roles in "Hearts and Flowers", "Hubby's Night Out" and others. Many of his old associates now are well-known Hollywood personalities.

After completing his education in local New York high schools, George embarked on a real estate career as a broker in Woodside, Jackson Heights and Flushing, L. I., in New York. Many a New York radio man has a home in these areas right now. But when George first put out his real estate shingle in this Long Island region, he claims, the section was new and lifeless as a prairie compared with today—"You could shoot a cannon out there without hitting a single house", he says.

However, in a few years he developed the section into a very profitable undertaking, using newspapers as his means of advertising promotion. An enterprising radio salesman in those days once contacted George and broached the idea of using air time for real estate advertising. He got turned down flat, with Mr. Lasker terming radio "just a passing fancy".

The Black Thursday of 1929 caught George and his ambitious real estate development in a most disconcerting manner. For several years business went steadily downhill. So one day in 1931 Mr. Lasker was pounding the sidewalks of New York with 30 cents in his pants pocket, thinking of his wife and three children at home.

Leafing through a newspaper, he came across an advertisment for a radio salesman at WRNY, now WHN, New York. He answered the ad and entered radio. Two months later he transferred to WFAB, owned by Joe Lang and Paul Harron, who then also owned WPEN, Philadelphia. Messrs. Lang and Harron now are partners in WHOM, New York, and WIBG, Philadelphia.

Prodded by necessity, and consumed with genuine interest in this new business, George made an enviable sales record for the two stations during the next seven years.

In 1939 he transferred to WORL, Boston. Here he immediately put his *920 Club* ideas to work, building local sales up the music way, employing the name band recording theme on a 10-hour basis—qualifying the feature as chief claimant for the title of America's longest daytime program.

Dignified old Boston took to these big doses of music the hard way. Many a week George thought his *920 Club* might just pass away quietly. But intensive selling effort, backed by the good fortune of working for an owner who believed in his convictions, finally made the program catch on in a steady rise. Since it has enjoyed phenomenal success, both on the balance sheet and the listener's log. It is no secret in the trade that WORL is considered one of the best local station operations in the country.

George married Hannah Beckerman, of Chicago, in 1921. They have three sons: Yale, 19, who is a student at Northeastern College, but who will be a pilot; Zangwill, 15, and Louis, 12. The Laskers live in Brookline, Mass. George himself is an ardent baseball fan, knows many a big-leaguer and believes secretly he would have been a ballplayer if his movie career hadn't sidetracked him way back when.

Personal NOTES

PHILIP F. WHITTEN, formerly vice-president of Doyle, Kitchen & McCormick, New York, has joined the sales staff of the BLUE network. Mr. Whitten was at one time a member of the CBS sales staff and sales manager of WINS and WHN, New York stations.

RUSSELL LOFTUS, manager of the New York office of WIBX, Utica, CBS affiliate, recently married Edith Laurie of Syracuse.

ED DEVENEY, salesman of Howard H. Wilson Co., New York, has resigned to join the Army. Succeeding him as treasurer of the Radio Executives Club, New York, is Peggy Stone of Spot Sales Inc., New York.

S. T. THOMPSON, vice-president of Zenith Radio Corp., Chicago, has been named a member of the board of directors of the Radio Manufacturers Assn., succeeding Comdr. E. F. McDonald Jr., also of the Zenith Corp., resigned.

NEVILLE MILLER, NAB president, will represent the broadcasting industry at the Pan American Child Congress March 16-18.

GLENN R. DOLBERG, formerly program director of NBC stations in San Francisco, has been named manager of operations for KQW, San Jose, Cal.

LIEUT. LEON LEVY, president of WCAU, Philadelphia, now on active duty in the Navy, is in Florida with Mrs. Levy, having been ordered to take a leave to recover from an impaired health due to overwork.

PAUL HARRON, president of WIBG, Glenside, Pa., has purchased the Hotel Marlyn, Philadelphia.

F. W. McMILLAN, former San Francisco advertising man, has been appointed sales promotion manager of KLS, Oakland, Cal.

CHARLES W. REED, recently with Westco Adv. Agency, San Francisco has been named promotion and merchandising manager of KQW, San Jose, Cal.

MILTON E. KRENTS, formerly consultant in radio, OCD, Washington, succeeds Albert N. Williams as radio director of the Council for Democracy. Mr. Williams has resigned to freelance.

ERNEST DE LA OSSA, formerly in the personnel division of R. H. Macy & Co., New York, succeeds Noel Jordan as assistant personnel manager of NBC. Mr. Jordan was recently promoted to NBC office service manager.

JACK E. SURRICK, sales manager of WFIL, Philadelphia, has been named to the board of judges for the Howard G. Ford Award to be presented by the Sales Managers Assn. of Philadelphia.

GEORGE ROMNEY, son-in-law of Harold A. Lafount, former Federal Radio Commissioner and now operating chief of the Bulova stations, has been promoted to general manager of the Automobile Manufacturers Association. Mr. Romney had been Detroit manager of the association for several years and recently became managing director of the Automotive Council for War Production. He succeeds Pyke Johnson, who resigned to become president of the Automotive Safety Foundation.

HAL BURNETT, formerly head of his own news and publicity organization in Chicago, and prior to that with CBS and the Wm. Wrigley, Jr. Co., has joined *Advertising Age* as managing editor in the New York office. Mr. Burnett succeeds Irwin Robinson, on leave of absence to serve as public relations director of the Radio Division of the Office of Inter-American Affairs.

FRANK B. WARREN, of the common carrier division of the FCC law department, has been named assistant general solicitor of the National Assn. of Railroad & Utilities Commissioners. He left the FCC March 15 for his new post.

JOHN E. FETZER, president and general manager of WKZO, Kalamazoo, is spending several weeks in Florida, convalescing from a recent illness.

JAMES B. ROCK, general manager of KDKA, Pittsburgh, is the father of a baby girl, born March 3.

JOHN HOGAN, salesman, has resigned at WMAZ, Macon, Ga., to transfer to WBML, same city, with Gene Marshall leaving latter outlet to go to WMAZ.

JOHN BRADLEY, of the sales department of WMBD, Peoria, Ill., has joined the Army stationed at Ft. Benning, Ga. Frank Schroeder, also of the sales staff, is at Fort Knox, Ky.

WILLIAM McGREGOR PARKER, of the local sales staff of WBT, Charlotte, has been named to the newly-created post of manager of merchandising.

FRANK HATT, formerly promotion manager of the *Childress* (Tex.) *Index*, has joined the local sales staff of KFRO, Longview, Tex.

RALPH G. TUCHMAN, formerly of the *Washington Post* promotion department and recent graduate of the Medill School of Journalism at Northwestern U., has joined the editorial staff of BROADCASTING in Washington.

HELEN WOOD, former sales manager at WINS, New York, has joined WIBX, Utica as sales coordinator. She will alternate weeks in Utica and WIBX's New York office.

JULES DUNDES, sales promotion manager of WABC, New York, is the father of a girl born March 9.

KENNETH E. RAINE, formerly in the legal department of CBS, has joined Columbia Recording Corp., New York, as chief counsel.

PHILIP J. HENNESSEY jr., Washington radio attorney, and Mrs. Hennessey on March 7 became the parents of their second son, Richard Terrence, who weighed 7 lbs. 5 oz.

Jeffery Heads WKMO

JOHN CARL JEFFERY, veteran radio and agency man since 1924, has been named manager of WKMO, Kokomo, Ind. Mr. Jeffery started in radio on the West Coast, later headed his own agency for seven years and more recently returned to his native Indiana as sales manager of WAOV, Vincennes, then shifting to WKMO.

BEHIND the MIKE

MARGARET ECKER was promoted last week to feature and woman's editor of the British United Press according to R. W. Keyserlingk, general manager. Previously she had coordinated the woman's and mail service editorship and has had diversified newspaper experience in British Columbia and Alberta.

BROOKS CONNALLY, newscaster of WIND, Gary, Ind., has been appointed news coordinator for the station's 35 daily newscasts.

BOB ELSON, announcer of WGN, Chicago, on Feb. 28 married Jeanne Kuhl in Chicago.

JOHN (Doc) MERNA, news editor at WIBX, Utica, N. Y., is the father of a boy.

LARRY ROTHMAN, program director of WALB, Albany, Ga., has resigned to join the Army.

DUANE NELSON has joined WJLS, Beckley, W. Va., as an announcer, replacing Donald J. Grantham.

TED SPEARS, conductor of the *Tri-State Farm & Home Hour* on WWVA, Wheeling, is to join the Navy.

EDWARD A. CUSHING, former music critic of the *Brooklyn Eagle*, is now in charge of serious music promotion in the advertising department of Columbia Recording Corp., Bridgeport, Conn., succeeding David Hall.

BILL PENNELL, formerly narrator of Paramount News and onetime announcer and program director, has joined CBS as an announcer.

MAX WESSELS, formerly of New York stations, and at one time announcer of WWRL, New York, has returned to that station as a salesman.

MORRISON WOOD, formerly radio director of the Chicago offices of Critchfield & Co. and Erwin, Wasey & Co., has joined the production staff of WGN, Chicago.

J. B. LAKE, announcer, left KVOO, Tulsa, March 13 to become program director of WCAR, Pontiac, Mich.

KEITH JAMESON, has been promoted to news editor at WKBN, Youngstown.

HARRY CREIGHTON, announcer of WHBF, Rock Island, Ill., married Helen Graefe of Chicago last week.

LEE EVERETT, recently with NBC and CBS Washington outlets, has joined WINX, Washington.

DAVID GAINES, formerly sound effects man of CBS, is a recruit at Jefferson Barracks, Mo.

"RELAX BOYS!" admonished Ransom Sherman (left), Hollywood star of the CBS *Ransom Sherman Show*, sponsored by Procter & Gamble Co. (Ivory soap), as he hung writers (l to r), Art Stander and Charley Isaacs on the nearest hat rack for safe keeping, giving them more time to concentrate on next week's program.

THELMA HUBBARD, Hollywood writer-producer, has been assigned to the weekly half-hour program, *This Our America*, sponsored by California State Federation of Labor on 16 Don Lee California stations, plus KFWB KFOX KROY, Monday, 8-8:30 p.m. (PWT). Redd Harper is assistant producer, with True Boardman m.c and supervisor of production.

BILL SCHWARTZ, KFWB, Hollywood, writer-producer, has been inducted into the Army.

ROSSER FOWLKES, has resigned as chief announcer-production manager of WAIR, Winston-Salem, N. C., to join WBAL, Baltimore.

RUSS GARDNER, sports announcer of WCED, DuBois, Pa., has been promoted to chief announcer.

AL AMUNDSEN, of the continuity staff of KIRO, Seattle, is the father of a baby girl, born Feb. 27.

HERBERT DUBROW, Philadelphia, new to radio, has joined WBAB, Atlantic City, as announcer.

NORMAN OSTBY, formerly of the BLUE sales service staff, has been appointed sustaining and commercial traffic supervisor.

RANALD MacDOUGALL, NBC scriptwriter, on March 31 will resign to freelance.

RICH HAYES, local musician, has been appointed musical director of KWK, St. Louis.

CHARLES ANDERSON, announcer of KOA, Denver, has been inducted into the Army.

DON CLARK, Hollywood producer of the NBC *Red Ryder* series, sponsored by Langendorf United Bakeries, has withdrawn to take a similar assignment on the weekly *Al Pearce Show*, sponsored by Camel cigarettes. He replaces Bill Gay. Myron Dutton, NBC producer, has been assigned to the *Red Ryder* show.

HAL MOON, formerly KDYL, Salt Lake City, news commentator, has been appointed director of the KLO, Ogden, studios in Salt Lake City.

SAMUEL KAUFMAN, previously with the *New York Sun*, *Herald Tribune*, *Radio News* and *Radio Marketing*, *London*, has joined the press department of NBC.

HARTLEY SATER, announcer of KEX, Portland, is the father of a boy, Richard Lee.

MARSHALL DISKIN, of the CBS television program department, has enlisted in the Army. He reported for active duty March 11.

BOB LOUIS, formerly announcer of WTAQ, Green Bay, Wis., KFAB, Lincoln, and WFPG, Atlantic City, is now stationed at Ft. Hancock, N. J., as a staff sergeant.

PAUL THOMAS LANE, formerly chief announcer of WLOF, Orlando, Fla., is now announcer and dramatic director of WSGN, Birmingham.

BILL NELSON, formerly continuity editor of WIND, Gary, Ind., has joined the publicity department of the Navy as a yeoman third class. Fred Willson, of the sales department, succeeds him.

LEE KIRBY, sports announcer of WBT, Charlotte, has been named regional director of radio sports for the 4th defense area by Les Quailey, director of radio sports for the OCD.

GORDON GRAY, announcer, is to leave WCKY, Cincinnati, next Saturday to join WCFL, Chicago.

BILL HICKMAN, formerly of WLW, Cincinnati, has joined the announcing staff of KOA, Denver, replacing Paul Clarke, resigned.

DONALD HAMILTON, formerly with National City Bank, has been appointed office manager of the program department of WOR, New York, a newly created position.

MURRAY FORBES, Chicago radio actor married Adrienne Bass, formerly of the Cleveland Playhouse, last week in Chicago.

JOHNNIE NEBLETT, formerly sports commentator of KWK, St. Louis, has signed with the James Parks Co., Chicago, as representative for free lance work, and is now making a five-minute transcribed narration series, titled *Heartbeat Behind the Headlines*.

DICK HASBROOK, announcer of WIS, Columbia, for the past two months has won the station's contest for fewest mistakes. Prizes are $10 each month.

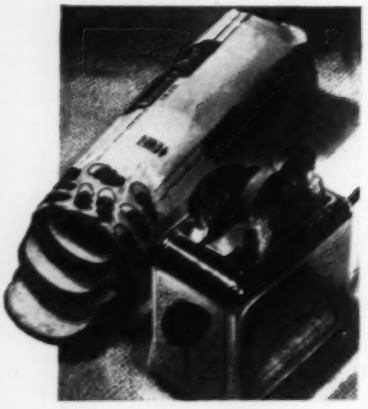
Why is WMBD Specified for NATIONAL SCHEDULES

THE HEART OF ILLINOIS

...for Exp...

By SCHULZE BAKING CO.

Back in October, 1938, SCHULZE BAKING CO. began specifying WMBD for their National Schedule — with three transcribed half-hour shows a week for BUTTERNUT BREAD. Now, eighteen one-minute transcribed spots a week tell the story of BUTTERNUT BREAD to WMBD's interested listeners. If YOU'RE looking for the *right* station in a *choice* market — put WMBD on your list.



"TUT TUT . . . NOTHIN' BUT—"

Here's Why . . .

You influence "PEORIAREA" with WMBD! Within "Peoriarea", defense and industrial plants are crowding retail stores with spenders almost continually. But that's just HALF of "Peoriarea"! The other half is an agricultural area famed for its "treasure-full" soil—from which come prosperous farm folk to BUY. WMBD is the one DOMINANT station of "Peoriarea" . . . giving complete coverage of 16 counties.

FREE & PETERS, INC. Exclusive National Representatives

5000 WATTS DAY
1000 WATTS NIGHT

TEST SPOT OF THE NATION

MEMBER CBS NETWORK

WMBD

PEORIA, ILLINOIS

WJHL is Doing The Job

10% increase in local billings

17% increase in regional billings

27% increase in National spot billings

Let WJHL Sell The Rich Appalachian Area For You

1000 WATTS · 910 KC · BLUE NET

WJHL

Johnson City, Tenn.

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager

JIM MURRAY, director of promotion of WCAE, Pittsburgh, has been hospitalized by stomach disorder. Mary Higgins, of the WCAE accounting staff has recovered from injuries sustained in an automobile accident.

FRANK WELTMER, KOY, Phoenix, continuity editor, is the father of a baby boy born March 5.

R. O. MacFARLANE, associate professor of history at the U of Manitoba, Winnipeg, has joined the Canadian Broadcasting Corp. as twice-weekly news commentator on the CBC national network.

WILFRED (Doc) LINDSEY, production chief of Northern Broadcasting Co., Timmins, Ont., married Kay Bereton of Toronto, on March 7.

VIC PAULSEN, announcer of KSAN, San Francisco, recently became the father of a baby boy.

HOWARD GORDON has joined KSAN, San Francisco, as newscaster.

DOROTHY NEWMAN, of the production staff of KSAN, San Francisco, has resigned to do publicity work for the De Young Memorial Museum in San Francisco.

MARVIN GOODSON has joined the announcing staff of KLS, Oakland, Cal.

BEATRICE MAXWELL, formerly of the music rights department, NBC, San Francisco, has been transferred to the program department.

ROBERT STEINMETZ and Bill Matthews recently joined the production staff of KLS, Oakland, Cal.

DOROTHE S. LESSER, formerly in retail advertising in San Francisco, has been appointed coordinator of women's activities of KQW, San Jose, Cal.

MAC C. MATHESON, Arizona network traffic manager headquartered at KOY, Phoenix, has resigned to join the Army.

PIERCE GRANT, CBS Hollywood photographer, has enlisted in the Marines.

TOM HUDSON, New York announcer, has succeeded Jim Bannon on the weekly NBC *Rudy Vallee Show*.

EDWARD PAUL, Hollywood musical director of the NBC *Rudy Vallee Show*, has been signed to score the Edward Small Productions film, "Miss Annie Rooney".

ALEX DREIER, NBC Berlin correspondent, was on the West Coast in early March.

JOHN W. MOORE, Hollywood freelance writer, has joined KHJ, that city, as writer-producer-announcer. George Willard, formerly of WGN, Chicago, has joined the announcing staff.

WLW Promotes Lasker

PETER LASKER, sales representative in the Dayton territory for the street car division of WLW, Cincinnati, has been named division manager, according to Robert E. Dunville, general sales manager of the broadcasting division of the Crosley Corp. Lasker replaces Ralph Heaton. Coincident with this announcement, Dunville said that the sales office will be moved from Cincinnati to Dayton. The car card division, which operates as a separate unit of WLW Promotions, Inc., holds franchises on all street car advertising in Dayton, Columbus, Lima, Ft. Wayne and Lexington.

TOM HANLON, Hollywood announcer on the CBS *Melody Ranch*, has been signed by Republic Studios to portray himself in the radio sequence of Gene Autry's forthcoming picture "Home in Wyoming". He also portrays himself in the MGM film, "Sunday Punch".

Meet the LADIES

RUTH MERRIAM WELLS

WHEN Ruth Merriam Wells came to WGAR, Cleveland, to take charge of home economics she brought with her an impressive background and flexibility of mind that makes her a stand-out personality in her field. Lending a light touch to her programs as froth to authoritative comment, Ruth has made herself a friendly neighbor and able counsellor to Northern Ohio women.

Ruth's preparation for her post will stand by itself. Graduating from Battle Creek Sanitarium School of Home Economics in 1917 she did graduate work at Wisconsin for two years and spent the next seven years as hospital dietitian. After receiving a B.S. degree at Columbia U she went to Chicago as the first Ann Page for the A & P midwest division. Then came an association with the *Chicago Evening American* for six months, Food Editor and Home Institute Director of the *Cleveland News* for five years and then to WGAR where she is the ladies' final word on food and home-making.

Keeping house for husband, Art Spaeth, drama critic of the *Cleveland News* and herding two dachshunds does not keep her from attending a lecture daily. There must be a fault somewhere but this was all that could be found: She collects antique ear-rings of which she has 63 pair.

EASY ACES
MR. KEEN
AL PEARCE AND GANG
HERMIT'S CAVE
THE GOOD OLD DAYS
WING
THE DAYTON, O. STATION
HAS THE PROGRAMS!
5,000 Watts Day and Night
NBC Red and the Blue Nets
Paul H. Raymer, Nat. Rep.

Flannery on Coast

HARRY W. FLANNERY, formerly CBS Berlin correspondent who returned to New York in late 1941, is headquartered in Hollywood and has been signed as commentator on a twice-daily quarter-hour newscast six times per week on Pacific Coast stations of that network. Bekins Van & Storage Co., Los Angeles, has started sponsoring the news analyst Monday, Wednesday, Friday, 5:30-5:45 p.m. on 4 California stations, KNX KARM KROY KQW. Contract, placed through Brooks Adv. Agency, that city, is for 26 weeks, having started March 9. Before replacing William L. Shirer in Berlin, Flannery was news director and commentator of KMOX, St. Louis.

NBC Correspondent Safe After Fleeing From Java

SIDNEY ALBRIGHT, NBC correspondent in Batavia, Java, has arrived safely in Australia after a hectic flight from the Dutch East Indies capital now held by the Japanese, according to direct word received from him by A. A. Schechter, chief of the NBC news and special events division.

Previously fear had been felt for his safety when no word was received from him for more than a week after his departure from Batavia. Subsequently, however, Australian military sources indirectly reported that he was safe and finally Albright confirmed the report by cable.

"UP IN THE AIR ABOUT HOW TO REACH THE RED RIVER VALLEY'S $626,000,000 EFFECTIVE BUYING INCOME? GET IN TOUCH WITH WDAY AT FARGO!"

WDAY FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

INDEX (Ky.) AIN'T THE KEY TO BIG SALES!

If you're looking for the key to Kentucky's buying power, Index won't guide you! Except, perhaps, to point out by contrast that the Louisville Trading Area is the State's *only* big market. For instance, this Area spends 17.6% *more* at retail than the rest of Kentucky combined! . . . *Alone*, WAVE reaches every radio home in the Louisville Area, at a cost you'd expect to pay for far less coverage! May we send you *all* the facts?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC. National Representatives

Merchandising & Promotion

Cage Books—Ad Verification—War Posters—Lone Ranger Corps—Shopper Aids

FORTY-FIVE thousand copies of the *Hilliard Gates Basketball Booklet* containing an article written by Gates, sportscaster of WOWO-WGL, Fort Wayne, and various basketball items of interest, are being circulated throughout Indiana. Booklet was produced by Bonsib Adv. Agency, Fort Wayne, for Peter Eckrich & Sons, meat packers, and is designed both to promote Eckrich sponsorship of super-regional and State final high school basketball tournament broadcasts and to act as the hook by which the company can determine consumer reaction to these broadcasts, inasmuch as the booklet will be mentioned on all tourney pickups.

* * *

Proof for Sponsor Claims

TO SUPPLY proof of advertising claims or implications for products by clients, Erwin, Wasey & Co., Chicago, introduces its Technological Service Department, organized in July 1939, in a brochure released last week. According to the release, the department, headed by Frank D. Hartman, Ph.D., is available for consultation on clinical medicine, pathology, pharmacology, bacteriology, public health, engineering, metallurgy, production methods and utilization of by-products as they relate to products to be marketed.

Glee Club Competition

GLEE CLUB CONTEST conducted in men's colleges throughout the country under the direction of Fred Waring and the staff of his NBC program *Pleasure Time* now has 140 groups from 46 States entered. Contestants are rehearsing their recorded entries for the preliminary judging, each club to submit one song of Waring's choice, one of its own and a regular college song.

Winning clubs representing eight regions of the United States will be chosen from the transcriptions and brought to New York at the expense of Liggett & Myers Tobacco Co., New York, sponsors of the program for Chesterfield Cigarettes, for the final competition in Carnegie Hall in May. Newell-Emmett Co., New York handles the account.

* * *

Patriotic Displays

POSTERS on the *This is War* series, broadcast each week on the four major networks as well as regional hookups and independent stations, have been distributed by WPTF, Raleigh, N. C., to over a hundred local retail outlets. In an attached mimeographed letter, Manager Richard Mason urges merchants to feature the poster as a patriotic gesture.

* * *

Theater Exchange

WCAE, Pittsburgh, has arranged to broadcast news flashes direct from the station's newsroom to the new Harris Newsreel theater in Pittsburgh's east end. This is the second tieup with Harris theaters, the other going to the downtown showhouse of the company. Lobby displays and newspaper space are being used for promotion.

Telling the Shoppers How

TO GET shoppers to cooperate in the tire conservation campaign by carrying home light-weight purchases the New York Retail Dry Goods Assn., comprising 34 department stores, recently used time on four stations and space in the city's newspapers. A one-minute transcription cut by WBS was carried on WHN, WMCA, WOR and WQXR on each of three days. Discs featured Irene Beasley singing "Tote Your Own", written by Norman Nash of Arthur Kudner Inc., New York agency.

* * *

WLW Co-op Plan

TWO trade extension departments of WLW, Cincinnati, are developing the station's working relations with retail grocers and druggists by cooperating in the promotion of timely sales campaigns and assisting in the execution of various merchandising plans. Contact work with these groups is carried on in the four surrounding States as well as with national wholesalers and retailers by William Oldham, WLW grocery representative, and John Rudolph, druggist representative.

* * *

'Ranger' Defense Club

A VICTORY CORPS was launched March 11 on the MBS *Lone Ranger* program, sponsored by General Mills, Minneapolis, for Corn Kix, Monday, Wednesday and Friday 7:30-8 p.m. Designed to enlist young people in collecting needed war materials and assisting in air-raids, membership is offered for a three-cent stamp or three cents in coin. In return the boys and girls receive membership cards and lapel buttons.

* * *

Free Stamps

STAMP COLLECTORS visiting the Brooklyn store of the W. T. Otto Stamp Co., are interviewed and take part in a stamp quiz in a series on WWRL, New York. Winners receive packages of stamps. The programs are transcribed for rebroadcast. Walter Kaner, WWRL publicity director, handles the program.

* * *

Military Data

COLOR PRINTS of insignia used by the U. S. armed forces and a map showing the location of training camps are contained in a booklet offered to listeners of *1400 Club*, program heard on WBYN, Brooklyn station.

ERRORS CHECKED
And Boners Are Sent to Advertisers by WIS

BEATING checking services to the punch, WIS, Columbia, is now working a system of checking errors on commercial copy made by announcers and control operators. Immediately after an error is made an air mail letter is sent to the company affected.

G. Richard Shafto, WIS, manager, started the system and at the same time offered a prize schedule to announcers and operators making the fewest mistakes in a given month. "The desire of agencies and advertisers to promptly learn of operating errors, as evidenced by their engagement of checking services, can be wholly and adequately fulfilled by the station," Mr. Shafto said. "Errors cannot be eliminated entirely", he added, "but they can be reported by the stations".

Mistakes included in the contest rules are mispronunciations, undue delay between introductions and selections, failure to go on or off on time, use of wrong announcement, incorrect scheduling or any other obvious faults.

Inside American Discs

SONGS and stories, opinions and reactions of the American people recorded on the spot in 1941 by the sound truck of the Library of Congress Radio Project, are now available to stations in a series of six recorded programs titled *Americans Talk Back*.

ASKING CUSTOMERS to try Ward's Tip Top Bread for a week, dealers in the Chicago area are giving away phonograph records by Charles W. Hamp, singer and pianist of WGN, Chicago, sponsored by Ward Baking Co., New York.

CBS CHICAGO is employing feminine guides to replace boys called into the service.

"CUSTOM-MADE," remarks Suzy our Steno, "is WSAI's weekly program, 'Meet The Sponsor,' —a live-talent production! Each show especially designed to most effectively publicize the sponsor and his regular WSAI program."

Another plank in WSAI's great merchandising platform to build sales for you.

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S WSAI DENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 WATTS DAY AND NIGHT

RADIO'S graphic tale of the Pearl Harbor attack, as broadcast by NBC Dec. 7-8, was presented in transcribed form to Solon J. Buck, U. S. Archivist, by Frank E. Mullen, NBC executive vice-president. Mr. Mullen told Archivist Buck the transcriptions will forever record the story of the attack and the quick response by the American people.

Weaker Sex

A FEMALE radio voice proved more effective than the combined efforts of three male voices in a recent competition at WIS, Columbia, S. C. Three male announcers vied with Faye Alexander, woman announcer, to promote orders for recipe books. Her result was 190 responses contrasted to the total of 158 by the men. Happy with the result, station manager G. Richard Shafto is confident that women could supplant men, if necessary.

Scholl in Canada

SCHOLL MFG. Co., Toronto (Dr. Scholl's Zino-pads), on March 16 started transcribed dramatized spot announcements one to three times weekly on 16 Canadian stations. The account is new to radio and was placed by F. H. Hayhurst Co., Toronto.

KIRO to Give Prizes For Best Letters on 'If I Had a Station'

GEORGE JENNINGS, vice-chairman of the Radio Awards Committee of KIRO, Seattle, announces establishment of a fund which the station will award in the form of cash prizes to individuals submitting the best completed sentence beginning with the statement: "If I had a radio station *one* of the things I would do . . ." Additional material must be confined to 100 words or less.

The awards are open to members of the School Broadcast Conference, the Institute for Education by Radio, the Assn. for Education by Radio, and all persons interested in educational and public service radio programs.

Members of the staff of KIRO, the executive committee of the School Broadcast Conference, the Evaluation of School Broadcasts staff, and the publications committee of the Assn. for Education by Radio are eligible only for honorable mention citations.

The awards will be announced at the AER luncheon to be held in connection with the 13th Annual Institute for Education by Radio, Columbus, May 3-6.

Entries become the property of KIRO and must be mailed to George Jennings, vice-chairman, KIRO Radio Awards Committee, 228 N. La Salle St., Chicago. Entries must be postmarked not later than April 10. First prize will be $150; second, $100; next five winners, $50, and honorable mention citations.

Learned Via Air

THE VALUE to the administration in publicizing points of importance through the Presidential "Fireside Chat" method is shown in a test survey released by the Samuel E. Gill organization. The President's listeners were 30% more familiar with seven of the major points covered than were a comparable group who did not hear the speech. The new research technique used by Gill was originally developed to measure advertising effectiveness.

Anti-Hitler Discs

PRELIMINARY auditions of *Humanity Against Adolf Hitler*, a series of transcriptions designed to bring home to the people the realities of war, have been submitted for the approval of the Government by Brinckerhoff Studios Productions. The recordings, underwritten by OFF and OEM, Government agencies, will be offered gratis to stations. The series, consisting of 26 quarter-hour programs, was conceived by E. V. Brinckerhoff. It will be produced at cost, with actors, musicians and technicians working for union minimum wages. Kenneth Fickett, a CBS production liaison man on commercial shows, directs.

FULTON LEWIS, Jr.

*(Volume Producer)

A proved selling feature on more than 59 sponsored stations

AVAILABLE FOR LOCAL SPONSORSHIP

Get busy! Here's the easiest sale you've ever made—actually like "putting money in your pocket"! Fulton Lewis, Jr. is the most widely "tuned in" Washington commentator on the air, heard over 165 Mutual stations from coast to coast 5 times weekly. He can "take charge of sales" for any local sponsor at a talent charge amounting to only your ONE TIME QUARTER-HOUR RATE PER WEEK! Phone, wire, write, at once for full details to—WM. B. DOLPH, WOL, Washington, D. C.

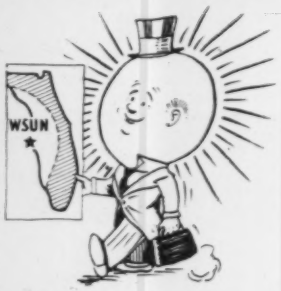
ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

Dr. (W) SUN Gives You The BEST of Florida



He'll DELIVER For You!

Since 1927 Ol' Dr. (W) SUN has been the LISTENING PREFERENCE with Gulf Coast and Central Florida folks who are definitely people . . . and who are ready buyers.

TODAY, more than ever before, with full news services, programs restricted to high quality only, a conscientious personnel to serve you better . . . AND, a clear, interference-free signal on 620 kc, Dr. (W) SUN is a logical first line of defense for your sales.

BLUE NET WORK **WSUN** 5000 W 620 KC

St. PETERSBURG, FLORIDA

WEED & COMPANY

NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N.B.C. RED

BUSINESS AND FARM ACTIVE IN MISSISSIPPI

Mississippi business activity for first months of 1942 shows average increase of 35% over same period of 1941.

Farm income has increased 49.1% —8.6% more than in six neighboring states.

Invest your advertising dollars with WJDX — Dominant Radio Station in the growing Mississippi Market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK KWKH - KTBS

Owned and Operated By

LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

Purely PROGRAMS

TO PROVIDE a verbal map and eyewitness account of the war, WGN, Chicago, has lined up a "We Were There" brigade—persons who have first hand knowledge of the areas in the news, and who have consented to appear on short notice on any of the station's regularly scheduled newscasts. A reference file of these authorities on all points of the world has been compiled by WGN, which summons them when a special news story breaks. The experts, ex-residents of such places as Smolensk, Chunking, Bombay, Sydney, Rangoon, have been recruited from Chicago consulates, export companies, universities, etc. for appearance on the newscasts.

* * *

Blind Dates

ENTERTAINMENT appealing exclusively to men in uniform is highlighted on the weekly half-hour all-girl show, *Your Blind Date*, recently launched on Blue Network Pacific Coast stations. With Frances Scully as m.c., series, emanating from Hollywood, features feminine guest film stars and vocalist, with musical accompaniment provided by an all-girl orchestra directed by Eunice Shapiro. Theme song, bearing same title as the show, was written by Lew Pollack. Studio audience is comprised solely of servicemen. Myron Dutton is producer, with Hank Weaver as announcer.

* * *

Fins For Flashes

TIEING news flashes with a cash giveaway characterizes a new nightly series of WIP, Philadelphia. Called *Money In the News*, items are restricted solely to good news with John Facenda, indicating which items are "bell-ringers" by ringing a gong. A telephone number is selected at random from the city directory and if the listener is able to identify the bell-ringer news item, $5 is given. Program was devised by Harry Feigenbaum Agency, Philadelphia, for Sun-Ray Drug Co., local drug chain.

* * *

Juvenile Book Reviewers

YOUNG opinions provide the theme of a new educational program, *Kid Critics*, heard on KOIN, Portland each Saturday morning. Through the cooperation of the Portland public school system the children discuss juvenile books. Conceived by Luke Roberts, head of the station's educational department, four children from the sixth, seventh and eighth grades appear each week.

* * *

Bond Pledge Raffle

ALLOWING listeners to wire their defense bond pledges, WCAE, Pittsburgh, has started *Bond Wagon*. Pledges are shuffled with one picked to receive a $25 bond prize. Show is conducted in cooperation with the William Penn Hotel and the local Defense Bonds staff. Music is supplied by Sammy Watkins and a prominent guest star appears on each broadcast.

News—Quiz Games

MASTER Photo Finishers of America, Los Angeles, is sponsoring a combined news-and-quiz program on KNX, Hollywood. Designed to be educational as well as entertaining, and featuring Tom Breneman as quiz-master, weekly half-hour program, titled *Photo Finish*, is a game of skill, questioning listeners' ability to name important personalities and places in the news. Participants use a Photo Finish "racetrack" card obtained free through neighborhood drugstores. Divided into 15 sections, each "track" contains the name of a city, county or personality in the news.

Player marks an X in any section that corresponds with the name of cities, counties, personalities which will be described but not named in the up-to-the-minute news given during the broadcast. Prizes are awarded contestants having the greatest number of correctly marked names. Where a tie occurs, winners are decided on basis of the best 10 words or less statement written on "Why I Trade With My Druggist". More than 106 prizes are awarded weekly. John Cohan is the producer. Smith & Bull Adv., Los Angeles, has the account.

* * *

Better Half

HOW MUCH husbands and wives know about each others' respective interests will show up on *The Better Half*, starting on WOR, New York, March 22 at 9 p.m. Winners of test questions on specialized masculine or feminine matters will receive cash prizes and a jackpot "kitty". The program will include tests to determine the most graceful and the most amusing member of the household. The idea comes from Jack Byrne, WOR engineer. Tom Slater, producer of *This is Fort Dix*, is m.c.

* * *

Realities

PLAY-MINDED soldiers are producing a series called *The Army Is You* each Sunday afternoon over KSD, St. Louis. Designed to awaken civilians to the realities of war, the program originates in the station's studios. Sgt. Don Gallagher, a former Chicago radio actor, serves as writer and narrator.

* * *

Draft Data

ADDRESSED to listeners between 20 and 44, *Selective Service*, a series of 13 quarter-hour weekly programs starting this week on MBS, presents discussions on selective service by guest speakers, conducted by Brig.-Gen. Lewis B. Hershey, Chief of Selective Service.

* * *

Pupil Cast

DRAMATIC series built around the adventures of a little dog in various national parks is being presented each week on WTMJ, Milwaukee, by Milwaukee public schools. Scripts are prepared by the National Park Service, and a different school furnishes the cast for each program.

BOWLER-ANNOUNCER was the dual role of Al Godwin, sportscaster of WWL, New Orleans, as he used a breast mike during the city's recent Southern Handicap ten pin tournament. In addition to giving a running account of the events for Falstaff Brewing Corp., Godwin made a try for the prizes.

AP & Reuters

AN ALL-INCLUSIVE quarter-hour news roundup with both AP and Reuter's news on the same program four times daily has been sold on WAIT, Chicago, to two local sponsors. The first ten minutes of the quarter-hour of AP news is sponsored by Marks Credit Clothiers, while the latter five-minutes of "dispatches from Reuter's" is sponsored by Loan Corp.

* * *

War Quiz

POLITICS and tactics are ruled out as questions on *Quizzing the War*, weekly half-hour quiz program starting on WMCA, New York, March 28. Following the usual information program formula, questions will concern personalities in the war news, geographical locations and similar material, answered by war experts from various fields. Johannes Steel, WMCA news analyst, will participate regularly in the program.

* * *

Crime Prevention

THEME of the weekly Tuesday evening forum on WHAT, Philadelphia, presented by the Pennsylvania Institute of Criminology under the direction of Dr. W. Nisson Brenner, noted criminologist, is "Crime Can Be Prevented". Civic, penal and church personalities speak on the panel.

* * *

War Gardens

WDAS, Philadelphia, will usher in the spring season with a farming program for city dwellers. To be conducted by Pat Stanton of the station staff, the program will offer helpful hints on preparing "war gardens" for those who plan on raising vegetables in their back yards.

* * *

Red Cross Questions

FIRST-AID quiz is presented each week by WAGA, Atlanta, which asks questions on local accidents and their treatment. Show is intended for Atlantans who are desirous of enrolling in the first aid training drive of the Red Cross but who are unable due to the dearth of instructors.

Agencies

ARTHUR MEYERHOFF & Co., has discontinued its Los Angeles offices at 330 W. 6th St. George Taylor, agency's West Coast manager, is servicing accounts of Wilmington Transportation Co., and Wm. Wrigley Jr. Co. (gum), from the former's Santa Catalina Island, Cal., offices.

C. M. MUTCH, Vickers & Benson, Toronto, has been awarded a gold medal by the Ontario division of the Navy League of Canada for his many years of service to the League. Mr. Mutch served in the Royal Navy in the last war, as an officer on a "Q boat" against German submarines.

HILLMAN-SHANE-BREYER, Los Angeles agency, has moved its offices March 1 to the Garfield Bldg., 403 W. Eighth St., that city.

ROBERTA VALENTINE, formerly of CBS Hollywood publicity department, has joined J. Walter Thompson Co., that city, as assistant to Norman Blackburn, publicity director.

HAL CLARK, formerly of Dan B. Miner Co., Los Angeles, has joined the copy department of Buchanan & Co., that city.

TOM LEWIS, Hollywood vice-president in charge of radio for Young & Rubicam, is in New York conferring on summer shows.

GEORGE IRWIN, account executive of Smith & Bull Adv. Agency, Los Angeles, is the father of a boy born March 3.

ALBERT PORTER, formerly sales representative of WWDC, Washington, has been appointed radio director of Sypher & Sypher Adv., Washington.

ROBERT T. COLWELL of the radio department; Lew A. Greene of the copy department, and Account Executives Anson C. Lowitz and O'Neill Ryan Jr., have been elected vice-presidents of Ruthrauff & Ryan, New York.

ALICE B. LAY has resigned from Crowell-Collier Publishing Co., New York to become director of consumer research for Cecil & Presbrey, New York.

WILFRED S. KING, radio director of J. M. Mathes Inc., New York, on March 9 was guest speaker at the Survey of Advertising Course sponsored by the Advertising Women of New York.

JOHN CHRIST, formerly J. Walter Thompson Co., Hollywood, producer, inducted into the Army about eight months ago, is now a Navy ensign.

JACK HURDLE, New York producer of Benton & Bowles, has been transferred to Hollywood and assigned to the weekly CBS *Junior Miss*, sponsored by Procter & Gamble Co. (Ivory Snow).

Ramsdell Forms Agency

SAYRE M. RAMSDELL, since 1920 vice-president in charge of advertising and sales promotion of Philco Radio & Television Corp., Philadelphia, announced March 11 formation of his own advertising agency, to be known as Sayre M. Ramsdell Associates Inc. Mr. Ramsdell will continue his affiliation with Philco in serving as a member of the board of directors. Frank A. Hutchins, of Rochester, vice-president of Hutchins Adv. Co., which has handled the Philco account for the past ten years, will be vice-president of the new agency. Sidney J. Stall, formerly a member of the Philco advertising department, will be secretary in charge of production. Offices have been established at 3701 N. Broad St. Telephone is Radcliffe 1900.

WOR Speech Library

RELEASE of *Words That Shook the World*, combining President Roosevelt's War Speech and Winston Churchill's address before the U. S. Congress, by the Recording Division of WOR, New York, marks the beginning of a plan to put into circulation a collection of historic broadcasts, tentatively called "The Library of Living History". Following a favorable response to the release from educational groups, the Recording Division now plans to contact the retail market.

Charles J. Babcock

CHARLES J. BABCOCK, 60, vice-president of BBDO, died March 6 of a heart attack at his home at Port Washington, L. I. Mr. Babcock, who joined the George Batten Co. in 1911, handled the duPont account, among others. He is survived by a widow and four children.

Rambeau Appointed

WILLIAM G. RAMBEAU Co., has been appointed exclusive national sales representative of WATR, Waterbury; WNAB, Bridgeport, Conn.; KABC, San Antonio; KBON, Omaha.

JOSEPH DAWSON, president of Tracy-Locke-Dawson, New York, succeeds John K. Ottley Jr., of the Atlanta Constitution as a director of the Advertising Federation of America.

T. HARRY THOMPSON, for 15 years with N. W. Ayer & Son, has joined Gray & Rogers, Philadelphia agency.

ROCHE, WILLIAMS & CUNNYNGHAM has moved its Philadelphia office to Lewis Tower, 225 S. 15th St.; telephone, Pennypacker 2766.

SIDNEY MORSE, of the radio department of William Morris Co., New York, theatrical agency, will soon start training in the Army Air Corps at Maxwell Field, Alabama.

TIN SALVAGE
Radio Plays Major Role In Metal Campaign

NETWORKS and local stations have been asked to enlist their facilities in a nationwide drive to salvage tin for war uses, and are already actively participating in the campaign, according to the Tin Salvage Institute of the Packaging Institute of America and the Collapsible Tube Mfrs. Assn.

Sample spot announcements provided stations tell listeners to bring empty tin tubes to retail drug stores and special Army post exchanges, the tin to be allocated by the WPB to various smelting factories.

According to J. Y. Lund, vice-president of Lambert Pharmacal Co., and chairman of the joint committee in charge of the salvage drive, the poster-display promotion has been helpful, but "it is to radio that we look for the additional stimulus necessary to push the public into action." Chairman of the operations committee of the TSI is Lee H. Bristol, president of Bristol-Myers Co., New York, extensive radio user.

Telephone Change

WITH THE start of its third year April 27, *The Telephone Hour* on NBC under sponsorship of the Bell Telephone System, will inaugurate a "Great Artist Series" featuring a star singer or instrumentalist each week. Donald Voorhees will continue to conduct, with Warner Anderson announcing and Floyd Mack narrating. Program is heard on 95 NBC stations, Monday, 8-8:30 p.m. Agency is N. W. Ayer & Son, New York.

TEICHNER ELECTED TREASURER OF NBC

R. J. TEICHNER, who has been with NBC since its inception, was named treasurer of the company, filling the position left vacant by Mark Woods, now president of the BLUE, at the March 6 meeting of the NBC board. Mr. Teichner has been acting in that capacity since January, when Mr. Woods joined the BLUE, and previously was on NBC's financial staff.

John H. MacDonald, with NBC for 12 years, was appointed assistant secretary. Heretofore, he has been assistant to Mr. Woods, and prior to that was financial advisor in the NBC Radio-Recording division. Harry F. McKeon, also on Mr. Woods' staff for several years, was elected NBC comptroller.

The three new officers will continue in charge of those activities for which they were previously responsible, reporting directly to Frank E. Mullen, NBC vice-president and general manager.

Bank Spots

SPOT CAMPAIGN planned by the New York State Savings Banks Assn., New York, to help individuals do their part "to preserve a sound economy" during the war [BROADCASTING, Feb. 23], started on March 9, according to Ruthrauff & Ryan, New York, agency in charge. More than 150 spot announcements weekly will be used on 12 New York State stations, including WOR WHN WJZ WHAM WBEN WGY WSYR WENY WNBF WATN WOKO and WIBX.

New!
SUPER
SOUND
EFFECTS
New EFFECT RECORDS, NEVER BEFORE RELEASED!
New NUMBERING OF RECORDS AND RELATED GROUPING!
New CATALOG CONTAINING COMPLETE CROSS INDEX!
Be sure to write for this Catalog, listing Standard's newest Sound Effects and revised groupings.
Standard Radio
New York Chicago Hollywood

Buffalo's Only

50,000

WATT

RADIO MAP

Blanketing

11 Eastern

Seaboard States

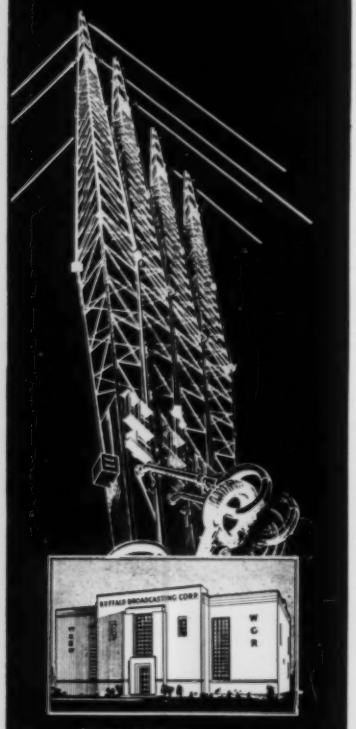
227,000 Sq. Miles

Over 12,000,000

people

WKBW 1520 K. C.

BASIC COLUMBIA NETWORK STATION



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

Studio Notes

HONORING WHK, Cleveland, on its 20th anniversary, nine MBS stations joined in the observance on March 5. *Mutual Goes Calling*, variety show originating from the studios of WCLE, Cleveland, was extended to 45 minutes to include WGN, Chicago; WFBR, Baltimore; WGRC, Louisville; WIP, Philadelphia; CKLW, Windsor; WCAE, Pittsburgh; KSO, Des Moines; WHKC, Columbus; and WGR, Buffalo. Gov. John W. Bricker congratulated the station in an address from Columbus and H. K. Carpenter, general manager of WHK-WCLE, acknowledged the tributes from Cleveland. After the broadcast veteran employes were honored at a banquet in the Hotel Cleveland.

WOAI, San Antonio, recently originated a shortwave broadcast at Laredo, Tex., which was fed by line to New York for rebroadcast to South America. Broadcast, held in connection with the Washington's Birthday celebration at Laredo, and Nuevo Laredo, Mexico, was witnessed by Gov. Coke Stevenson, Lieut. Gen. Walter Krueger, Maj. Gen. Richard Donovan, several Mexican generals and governors of border provinces. Monte Kelban, WOAI production manager, and Hoxie Mundine, engineer, handled production and Buck Canel of NBC did the Spanish commentary.

SINCE THE nationwide adoption of War Time, KBUR, Burlington, Ia., feeling that Americans should be inspired with the idea that "we will win", has substituted the word "Victory" for "War". The change was made at the suggestion of Joe DuMond, KBUR manager.

AMERICAN LABOR speaks to British labor in a weekly series broadcast by WMCA, New York, and shortwaved by WRUL, Boston. Sidney Hillman, labor director of the WPB, was the first speaker last week. Produced under the auspices of the labor division of WPB, the series is intended as a symbol of the unity of labor throughout the United Nations in the war effort. Each week, in addition to prominent speakers, interviews with war industry workers are featured.

WSB, Atlanta, observing its 20th anniversary March 15, planned that day to use a special identification throughout the day reading: "WSB, The Voice of the South, today is beginning its 21st year of broadcasting in the public interest."

IN RECOGNITION of distinguished service to the community, KFXM, San Bernardino, Cal., was recently presented with a certificate of merit by the Argonaut Club, that city.

FIRST AMERICAN GIRL born in San Antonio, Mrs. Sarah Eager celebrated her 100th birthday recently by making her first broadcast. Mrs. Eager was interviewed by Leona Bender, *Women's Page of the Air* editor of WOAI.

WGN, Chicago, reports a 25% increase in billings for January and February over the same months last year. Although the station now has 58% of its total time on the air sold, it is devoting one-fourth of its sustaining time to national defense programs. A survey of the station time, made under the direction of Frank P. Schreiber, manager, revealed that the 10.1% of the total time—or more than two hours a day—were devoted to defense, not including spot announcements.

AT AN HOUR which best befits the rooster, Jo Andrews rises daily except Sunday to handle the platter-chatter chores for WING, Dayton. Six days a week she opens the station with her *Sun Up With Sally Program*.

WIS, Columbia, reports a full quota of staff employes cooperating in the all-out war program. Every staff member is having defense bond money taken out of salary checks and it is reported that more than half of the staff is engaged in some phase of the defense setup in Columbia. W. Richard Shafto, general manager of the station is a member of the Board of Directors of the Red Cross; Dudley Saumenig, commercial manager, is an air raid warden; Robert Ellison, production manager, is in the home guard and other employes are doing similar work.

WROK, Rockford, has been selected by the local office of Civilian Defense to inform listeners on the activities of the town's defense council. Official bulletins from the OCD office are aired daily except Sunday at 8 a.m., 12:15 p.m. and 6:15 p.m. Each of these broadcasts are the same but listeners are urged to listen during one period each day. Sundays, defense officials broadcast a roundtable discussion of a suitable topic. To promote the series' start, WROK used 48 inch ads in local newspapers.

SURVEY of local Army programs, sponsored and unsponsored, is being conducted by Capt. Edwin Curtin, Radio Branch, Bureau of Public Relations, War Dept., and will be soon available for release to NAB members. Capt. Curtin's survey will list program titles and brief descriptions of each to assist more stations in originating Army shows suitable for local sponsorship. Stations carrying such programs are invited to send details to the NAB Department of Broadcast Advertising, the information to be added to Capt. Curtin's report.

WMAM, Marinette, Wis., treated listeners to a minute description of Torger Tokle's recent record-breaking jump at Iron Mountain, Michigan. In a program lasting two hours, the station's program manager, Jim Robertson, described the takeoff and early run from his vantage point in the judges' stand. Then Chief Engineer Martin Lund brought listeners the crack of the record breaker's skis landing on the hard snow of the landing hill and the immediate word picture came from Announcer Don Wirth.

SPOTLIGHTING the third annual Youngstown Home Show last week, WKBN, Youngstown, scheduled 30 broadcasts—a total of 11 hours and 35 minutes—from the station's booth. Keith Jameson, news editor, handled a daily roundup during which booth exhibitors were interviewed.

WDAS, Philadelphia, is setting aside three quarter-hour periods weekly for programs of groups desirous of reaching the public and who are not engaged in the defense effort. It has been found that many charitable and civic organizations worthy of support are finding it difficult to reach the public because of a paucity of time on stations. As a result, WDAS is offering these groups the various programs to tell their stories.

DEFENSE DOLLARS totaling $100,000 in defense stamps is the contribution of WING's defense stamp house in downtown Dayton, O since Dec. 10. Managed by 25 women from the Jonathan Dayton chapter of the DAR, it was conceived by Chester L. Hinkle of the station's sales staff.

WEEI, Boston, originator of Carl Moore's *Coffee Club* now has that show on the CBS network each Monday, starting March 9. Carl Moore conducts 15 minutes of informal entertainment, ad libbing for the most part. Others on the show include Jean Collins, WEEI songstress; Frank Bellisia and orchestra and Jack Lawrence, announcer. Ray Girardin produces.

KGW and KEX, Portland, Ore., has signed 100% for the payroll deduction defense savings plan. E. Anthony Browne, continuity chief, was in charge of the drive.

CONTRARY to previous policy, WJZ, New York, is accepting one-minute announcements in specified periods between 7 a.m. and 6 p.m., Monday through Saturday, according to Manager John H. McNeil. Transcriptions are permitted. No sponsor may purchase more than one spot in any one program for any one product.

BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City

HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

to SELL ARIZONA

KOY 550 KC

"That Explains the Coverage"

CBS PHOENIX

JOHN BLAIR & COMPANY

Affiliate Station WLS Chicago

AGENCY Appointments

BOOK-GIVE-AWAY PLAN, Brooklyn (publications), to Miller Adv. Agency, N. Y. Radio and other media planned. Samuel Miller, account executive.

GASTERIA, Indianapolis (gasoline & oil), to Hugo Wagenseil & Assoc., Dayton. Radio to be used. Hugo Wagenseil, account executive.

EDWARD J. FUNK & SON, Kentland, Ind. (Hybrid seed corn), to Mace Adv. Agency, Peoria, Ill. Radio and other media planned.

R. T. BABBITT Inc., New York (Holly Products), to Duane Jones Co., N. Y.

VADSCO SALES Corp, Long Island City, to Pettingell & Fenton, N. Y. Fleur Fenton, account executive.

WESTERN AIR LINES, Los Angeles, to West-Marquis Inc., Los Angeles. John Lo Buono, account executive.

TECHNICAL LABS., New York (Kopal, cosmetic for teeth), to Cecil & Presbrey, New York. It is expected that radio will be used, but plans are not yet completed.

DAEUFER'S, Allentown, Pa. (beer), to I. A. Goldman & Co., Philadelphia. Newspapers, outdoor billboards and radio will be used in Eastern Pennsylvania.

GRIESEDIECK BROS. Brewing Co., St. Louis, to Ruthrauff & Ryan, Chicago. Account, a heavy user of radio, will purchase out of Chicago and will be serviced by Oscar Zahner, R & R St. Louis office.

BREWSTER-GORDON Co., Rochester, to Hart-Conway Co., for Veteran food products, using radio and newspapers.

LUCKY AUTO SUPPLY STORES. Southern California chain, to Hillman-Shane-Breyer, Los Angeles, using radio.

HECTOR CHEVIGNY, Hollywood freelance writer, has completed a new historical novel, *The Czar Is Far Away*, to be released through Viking Publishing Co. in early April.

Betts to Dan Miner

WITH EXPANSION of operations, William Betts, for the past two years administrative head of the Ruthrauff & Ryan Detroit office, has been elected a vice-president and account executive of Dan B. Miner Co., Los Angeles agency. Mr. Betts, before his Detroit assignment, was for four years West Coast manager of Ruthrauff & Ryan Inc. Julian Steyskal, formerly in the advertising department of Union Oil Co., Los Angeles, has also joined the Miner agency as copy writer. Anne Garvey, for 2½ years on that agency's staff, has been made radio timebuyer, working with John Guedel, vice-president in charge of radio. Mary Kay Cain, formerly of Brisacher, Davis & Staff, Los Angeles, and Suzanne Raud, have also been added to the radio department.

Murphy Soap to Hubbell

MURPHY-PHOENIX Co., Cleveland, has appointed the Hubbell Adv. Agency of that city to handle the advertising program for Murphy's Oil Soap. Present plans call for radio and newspaper in selected cities and trade paper and direct advertising. Murphy-Phoenix Co. has augmented its sales force with the sales organization of Aluminum Goods Mfg. Co., Manitowoc, Wis., whose regular business has been halted by the war.

THE APRIL edition of *Spot* Magazine features a three-page layout of the treasure-hunt program *Go Get It* sponsored by Kruger Brewing Co. on WOR, New York.

PAT B. WITHROW, JR, "YOUR HYMNSINGER," has broadcast over WCHS, Charleston, W. Va., six days weekly for the past six years sponsored by The Woodrum Home Outfitting Co., West Virginia's largest furniture store. The Hymnsinger program has one of the largest audiences in Southern West Virginia and Brother Pat's Shut-in Club, wherein listeners are requested to write to a different shut-in every day, has grown in popularity until several thousand letters are posted each week to unfortunates. Aside from the goodwill and cheer the program spreads, Woodrum officials claim it sells furniture. They ought to know! adv.

WINN, Louisville, Names Jaquier as Vice-President

L. L. JAQUIER, formerly general manager of KITE, Kansas City, has been named vice-president and general manager of WINN, Louisville. In this capacity he will supervise sales, merchandising and programs.

Mr. Jaquier

Jaquier entered radio in 1930 as sales manager of WFIW, Hopkinville. Ky. When WFIW was sold in 1933 and moved to Louisville, he joined WIRE as sales manager. In 1935 he went west to become general manager of KTSA, San Antonio, but rejoined WIRE in 1936 as manager. When WIRE was sold he joined the West Virginia Network.

ASCAP to Appeal

ASCAP will appeal the decision of New York Supreme Court Justice Louis A. Valente that his court has jurisdiction over the issue in the suit of BMI and Edward B. Marks Music Corp. against ASCAP [BROADCASTING, March 2] to the Appellate Division of the State Supreme Court, counsel for the Society stated last week. ASCAP's contention that the matter concerns copyright and is therefore a subject for Federal Courts to decide was overruled by Justice Valente who held that the suit is concerned with contractual rights and so well within the jurisdiction of the State Court.

Fred Allen in Canada

TEXAS Co., New York (Texaco gasoline), on behalf of its Canadian affiliate, McColl Frontenac Oil Co., on March 8 added 13 CBC stations to the CBS lineup for *Texaco Star Theatre*, making a total of 96 stations carrying the series which also on March 8 switched from Wednesday to Sunday, 9-10 p.m. (EWT). This is the first time the Fred Allen show has been broadcast in Canada. Texaco agency is Buchanan & Co., New York.

Praise For CBS

REVERSING his opinion, Marcus Rosenblum of the research division, Office of Price Administration, has written a letter to Paul White, CBS director of news broadcasts, highly commending CBS' handling of news broadcasts. Mr. Rosenblum, former editor of *Scholastic* Magazine, weekly for high school classrooms, had severely criticized news handling by radio. His letter to Mr. White stated, "I've concluded that Columbia is doing a superlatively good job of news handling. Your men generally possess a balance, a sense of history, an air of social responsibility and other virtues that are not common jewels in the profession. They are not lacking, either, in the more familiar talents of drama and human interest".

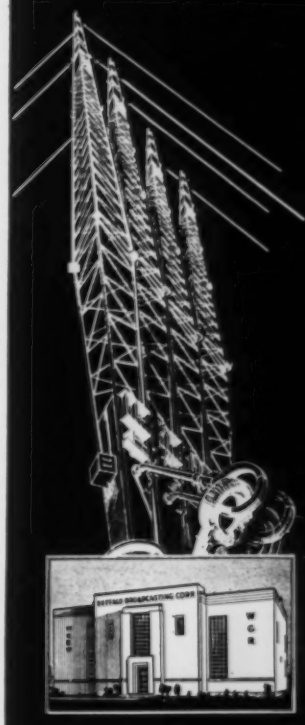
Buffalo's FIRST for Regional COVERAGE

5000 Watts by Day

1000 Watts Directionally Intensified by Night

WGR 550 K.C.

BASIC MUTUAL NETWORK STATION



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WICC, Bridgeport, Conn.

Wilson & Co., Chicago (Mor), 3 *sa* weekly, 13 weeks, thru U. S. Adv. Corp., Chicago.
Garret & Co., New York (Virginia Dare), *ta*, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Reid, Murdock & Co., Chicago (Monarch foods), 24 *sa* weekly, 52 weeks, thru Rogers & Smith, Chicago.
R. C. Williams, New York (Royal Scarlet Foods), 218 *ta*, thru Alley & Richards, N. Y.
Philadelphia & Reading, Reading (coal), 42 *sa*, thru McKee & Albright, Philadelphia.
Marlin Firearms Co., New Haven (razor blades), 39 *ta*, thru Craven & Hendrick, N. Y.
Penick & Ford, New York (My-T-Fine pudding), 96 *ta*, thru BBDO, N. Y.
Ex-Lax Inc., New York, *ta*, 13 weeks, thru Joseph Katz Co., N. Y.
Foster-Milburn Co., New York (Doan's pills), 104 *ta*, thru Street & Finney, N. Y.
Lewis Apparel Stores, New York, 912 *ta* & *sa*, thru Frank Swandon, N. Y.
BC Remedy, Durham, N. C. (BC powders), *ta*, 52 weeks, thru H. W. Kastor & Sons, N. Y.
Beechnut Packing Co., Canajoharie, N. Y. (Beechies), 91 *ta*, Newell-Emmett, N. Y.
Allcock's Plaster, New York, 52 *ta*, thru Small & Seiffer, N. Y.

WJLS, Beckley, W. Va.

Procter & Gamble Co., Cincinnati, 15 *t* weekly, 52 weeks, thru Compton Adv. Agency, N. Y., and Blackett-Sample-Hummert, N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass., 5 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Manhattan Soap Co., New York, 40 *ta*, thru Franklin Bruck Adv. Co., N. Y.
Armour & Co., Chicago, 10 *ta* and *sa* weekly, 13 weeks, thru Lord & Thomas, N. Y.
World Medicine Co., Indianapolis, 5 *sa* weekly, 3 weeks, thru Mumm, Romer, Robbins & Pearson, Columbus.
Beechnut Packing Co., Canajoharie, N. Y., 6 *ta* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Falls City Brewing Co., Louisville, 12 *ta* weekly, 13 weeks, thru Anfenger Adv. Agency, St. Louis.
Nehi Bottling Corp., Ga., 4 *ta* weekly, 13 weeks, thru BBDO, N. Y.
Dr. Pepper Bottling Co, Dallas, 3 *t* weekly, 52 weeks, direct.

CHML, Hamilton, Ont.

Johns Manville Co., Toronto (insulating material), 3 *sa* daily, thru MacLaren Adv. Co., Toronto.
Hudson's Bay Co., Montreal (Birdseye Frosted Foods), 6 *sa* weekly, thru Young & Rubicam, Montreal.
Vick Chemical Co., Greensboro, N. C. (Vick's Vaporub), 15 *sa* weekly, thru Morse International, N. Y.
F. W. Fitch Co., Des Moines (shampoo), 3 *sa* weekly, thru L. W. Ramsay Co., Davenport.

WFIL, Philadelphia

Browning King & Co., Philadelphia (men's clothing), 6 *sp* weekly, thru I. A. Goldman, Philadelphia.
Erlanger Brewing Co., Philadelphia, 3 *sp* weekly, thru M. M. Korn, Philadelphia.
General Electric Co., Cleveland (FM sets), 3 *sp* weekly, thru Maxon Inc., N. Y.
Original Trenton Cracker Co., Trenton, N. J. (crackers), 2 *sa* weekly, direct.

WJJD, Chicago

Ferriss Pharmacal Co., Chicago (The Pipe Man), 6 *sp* weekly, 26 weeks, thru Maxon, N. Y.
Terminal Barber Shops, New York, 78 *sa* thru Maxon, N. Y.

KFBK, Sacramento, Cal.

Dwight Edwards Co., San Francisco (Nob Hill Coffee), 7 *sa* weekly, thru McCann-Erickson, San Francisco.
Pacific Guano Co., Berkeley, Cal. (fertilizer), weekly *sa*, direct.

WHO, Des Moines

Liggett & Meyers Tobacco, New York (Velvet), 39 *ta*, thru Newell-Emmett Co., N. Y.
Bayer-Semesan Co., Wilmington, Del., 26 *sa*, thru Thompson-Koch Co., Cincinnati.
Dr. Salisbury's Labs., Des Moines (Phen-O-Sal), 36 *sa*, thru N. W. Winter Adv. Agency, Des Moines.
Quaker Oats Co., Chicago (stock feeds), 5 *sa* thru Sherman & Marquette, Chicago.
Feminine Products, New York (Arrid), 3 *ta* weekly, 52 weeks, thru Spot Broadcasting, N. Y.
Wesley Radio League, Detroit, 1 *t* weekly, 52 weeks, thru Stanley G. Boynton, Detroit.
Waltham Pen Co., Chicago, 3 *ta*, thru United Adv. Cos., Chicago.
Church & Dwight Co., New York (Arm & Hammer baking soda), 6 *sa* weekly, thru Brooke, Smith, French & Dorrence, N. Y.
Interstate Transit Lines, Omaha, 5 *sa* weekly, thru Beaumont & Hohman, N. Y.
Vinton Hybrid Corn Co., Vinton, Ia. (hybrid seed corn), 2 *sp* 3 *sa* weekly, thru Weston-Barnett, Waterloo.

KECA, Los Angeles

Golden State Co., San Francisco (Golden V milk), 11 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.
Sontag Drug Co., Los Angeles (chain store), weekly *sp*, thru Milton Weinberg Adv. Co., Los Angeles.
Beechnut Packing Co., Canajoharie, N. Y. (chewing gum), 5 *ta* weekly, thru Newell-Emmett Co., N. Y.

WRC, Washington

General Baking Co., New York (Bond bread), 20 *sa*, thru Ivey & Ellington, Phila.
Lorr Laboratories, Paterson, N. J. (Duragloss), 3 *ta* weekly, 13 weeks, thru Kiesewetter Adv. Agency, N. Y.
Phila. & Reading Coal & Iron Co., Philadelphia, *sa* weekly, 7 weeks, thru McKee & Albright, Philadelphia.

WJHL, Johnson City, Tenn.

Pet Milk Corp., St. Louis, 2 *t* weekly for 52 weeks, thru Gardner Adv. Co., St. Louis.
Kroger Grocery & Baking Co., Cincinnati (Tenderay beef), 5 *t* weekly for 52 weeks, thru Ralph H. Jones Co., Cincinnati.

WQXR, New York

Joseph Martinson, New York (coffee), 3 *t* weekly, thru Al Paul Lefton Co., Phila.
Lever Bros., Cambridge (Vimms), 56 *sa* weekly, thru BBDO, N. Y.
Welch Grape Fruit Juice Co., Westfield, N. Y., 5 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.

KSRO, Santa Rosa, Cal.

Stevenson Farm Equipment Co., Santa Rosa (farm machinery), 6 *sa* weekly, direct.
Par Soap Co., Oakland, Cal. (laundry soap), 7 *sa* weekly, direct.

KFRC, San Francisco

Dr. P. Phillips Canning Co., Orlando, Fla. (grapefruit juice), 2 *sp* weekly, thru C. Miller Adv., N. Y.
California Spray Chemical Corp., Richmond, Cal. (Bug-Geta, Ant-B-Gone), 78 *sa*, thru Long Adv. Service, San Francisco.
Kilpatrick's Marvel Bakery, Oakland, Cal. (bread), 68 *sa*, thru Emil Reinhardt Adv., Oakland.
McKesson-Robbins Co., New York (Calox toothpowder), 5 *sa* weekly, thru John Blair & Co., N. Y.
Musterole Co., New York (Musterole), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Pacific Brewing & Malting Co., San Jose, Cal. (Weiland's Beer), 6 *sa* weekly, thru Brewer-Weeks Co., San Francisco.
Acme Breweries, San Francisco, 3 *t* weekly, thru Brisacher, Davis & Staff, San Francisco.
Hotel Del Tahquitz, Palm Springs, Cal. (hotel), 12 *sa* weekly, thru Hixson-O'Donnell Adv., Los Angeles.
Sumner Rhubarb Growers Assn., Sumner, Wash., 6 *sa*, thru Brewer-Weeks Adv., Los Angeles.
Mothers Cake & Cookie Co., Oakland, Cal. (pastry), 6 *sa* weekly, thru Emil Reinhardt Adv., Oakland.

KFI, Los Angeles

McKesson & Robbins, Bridgeport, Conn. (Calox tooth powder), 5 *sa* weekly, thru J. D. Tarcher Inc., N. Y.
Kellogg Co., Battle Creek, Mich. (Corn Flakes), 10 *ta* weekly, thru J. Walter Thompson Co., Chicago.

WMAL, Washington

L. S. Briggs Inc., Washington, D. C. (meats), *sa* thru C. Ferguson, Washington.
Rice-Schmidt Baking Co., New York, 45 *sa*, thru Wm. A. Schautz, N. Y.

KOA, Denver

Larus & Bro. Co., Richmond (Domino cigarettes and Edgeworth tobacco), 4 *ta* weekly, thru Warwick & Legler, N. Y.

BBC Beam Schedule

BRITISH Broadcasting Corp. announced March 4 the changes in the frequencies used for programs beamed to the United States by GSL at 6.11 mc., previously heard throughout the whole transmission time, will carry programs only from 10 (EWT) to the closing of the North American transmission at 12:45 a.m. A new transmitter, GSD, at 11.75 mc., is to replace this beam from 5:15 p.m. (EWT) until 9:45 p.m. GSC, at 9.58 mc., is to continue in the North American Service for the full broadcasting period, 5:15 p.m. (EWT) until 12:45 a.m. (EWT).

"I could name a more IMPRESSIVE way to get customers, Buster!"

Adv.

GARDNER LAUNCHES SPRING CAMPAIGN

GARDNER NURSERY Co., Osage, Ia., started its 11th spring radio campaign the week of March 2, using 5 and 15-minute programs daily on 147 stations. According to Edwin A. Kraft, manager of Northwest Radio Advertising Co., Seattle, handling the account, approximately 300 stations located throughout the United States will receive time orders by April 1. The current list follows:

KXA	KYA	WFLA	WLOL
KOL	KFBK	WICA	WMMN
KIRO	KUJ	KSFO	WMT
KINY	KGHL	WFHR	WNOE
KPO	KGVO	KRE	WSPR
KROW	WCLE	KFYR	WTAG
KVI	KSAN	KPRC	WTAR
KRKO	WOL	WTIC	WIBC
WMPS	KXL	WINS	KPAS
KOOS	WKZO	WINX	WAVE
KVAN	WADC	WHIP	KFEQ
KLBM	WAGE	KOB	KFVD
WMFD	KARK	KLZ	WAPI
KGY	WAKR	KTKC	WDBJ
KFJZ	KMPC	KXOK	WEBR
WLS	WBRC	KRLD	KOY
KWJJ	WCFL	WJJD	KOH
WJAG	KIEM	WHEC	WMC
KWFT	WCBM	WJDX	WCSH
WEBQ	WBAL	KGER	WIBW
WTAX	WFBR	KMJ	KDTH
WNBZ	WDEL	WKNE	KGLO
WHO	WGAN	WDOD	WTRY
KOVC	WDGY	KRKD	KTMS
WCOP	WHDH	KVEC	KWK
WISR	WPRO	WTBO	WDRC
KQW	WRVA	WTSP	WSOO
WAIT	WHAS	WKST	WHBF
WCAR	WCPO	KSAL	WLBZ
KFBB	WAAF	WROL	WHAI
WMIN	WDZ	KGNC	WTHT
WAAT	KCMO	KRIS	WHCU
KGGF	WMEX	KGB	KVOD
WPEN	WIS	WSAU	WMFF
WWDC	KIT	KMTR	KFYO
KHQ	WHEB	CKLW	KTAR
WFAA	WMBR	WLAW	

Plough WKRC Series Totals 10¼ Hours Week

WKRC, Cincinnati has signed a contract with Plough Inc., Memphis, calling for sponsorship of 10¼ hours weekly. Effective April 1, the contract was handled by Ken Church, director of national sales and promotion for the station, through Lake, Spiro, Shurman, Memphis, according to Hulbert Taft Jr., general manager of WKRC.

Promoting St. Joseph Aspirin, Penetro Nose Drops and Pen-o-Rub and Mexican Heat Powder, Plough's contract with WKRC calls for sponsorship of one-half hour of news in the Monday thru Saturday *News Reel* from 6:45 to 7 a.m. and 7:15 to 7:30 a.m.; 15 minutes of Mike Hunnicutt's *Dawn Patrol* at 8:15 a.m., six days weekly; 1 to 1:15 p.m. newscast, Monday through Saturday; baseball scores immediately following the daily baseball broadcast at approximately 5 p.m.; and 15-minute news broadcast at 11 p.m., Monday through Saturday. Sunday's schedule calls for 15-minute news at 9 a.m. and two and one half hour musical shows at times to be specified later.

Concurrently, Mr. Taft announced the renewal effective April 1 of the two-hour recorded *Cornhuskers Jamboree* sponsored by Consolidated Drug Trade Products Monday through Saturday. Agency is Benson & Dall, Chicago.

ENLISTMENT OF 300 men was a direct result of H. V. Kaltenborn's two-minute description of the Maritime Training Station at St. Petersburg, Fla., on his regular NBC newscast, according to the Maritime Commission, Washington. Kaltenborn, NBC commentator, visited the station recently.

Radio Advertisers

FITZPATRICK BROS., Chicago (Automatic soap flakes), has started *Between Us Girls* on WBBM, Chicago. Program is quarter-hour Monday through Saturday ad-lib interviews, broadcast from the Chicago Better Homemaking Institute conducted by Betty Ames, former feature writer of the *Chicago Herald American*. Company also sponsors Tommy Bartlett's *Meet The Missus* quarter-hour interview program six times a week for Kitchen Klenzer. Arthur Meyerhoff & Co., Chicago, is agency.

GERMAIN SEED Co., Los Angeles, new to radio, in a six-week campaign ending in late March, is using twice-daily five-minute transcribed announcements seven days per week on KMPC, Beverly Hills, Cal. Firm offers a booklet titled *Vegetables Planted in California* and a Victory Garden seed packet containing nine varieties of vegetables for $1. If merchandising scheme pulls, radio schedule will be expanded to include other Southern California stations. Agency is Chas. H. Mayne Co., Los Angeles.

WESTERN AIRCRAFT ENGINEERS, Los Angeles (school), in a test campaign is using 48 transcribed announcements per week on KRKD, that city, as well as five spots weekly on KHJ, Hollywood.

SEARS ROEBUCK & Co., Chicago, on April 12 through Oct. 3 will sponsor *Baseball Scoreboard* following each broadcast of Cubs and Sox games in Chicago, on WJJD, Chicago. Agency is Schwimmer & Scott, Chicago.

Pays for News

UPON receipt of a mysterious check for $5, Albert D. Johnson, business manager at KOY, Phoenix, Ariz., checked the files but could find no billing or evidence of radio service. By return mail he queried the sender for an explanation at the dubious address of Dagos Route, Mayer, Arizona. The sender explained in another letter that he was staying at a ranch where he heard KOY's news program at meal time and believed that was the charge for a year's service. Manager Johnson thanked the sender and refused to credit the money to the news department.

AMERICAN BREWING Co., New Orleans (Regal beer), is currently sponsoring the weekly quarter-hour transcribed dramatic programs, *Imperial Leader*, on WWL, that city. Based on the life story of Winston Churchill, the series is also being sponsored by El Paso Electric Co., El Paso, on KROD, that city. Transcribed show is being distributed by Howard C. Brown Co., Hollywood, and Kasper-Gordon, Boston.

PEP BOYS of California, Los Angeles (auto accessories), expanding its Southern California campaign, on March 24 starts for 52 weeks sponsoring a four-weekly quarter-hour newscast on KECA, that city. Firm sponsors a six-weekly hour program, *Mac, the Mechanic*, on KFWB, Hollywood, as well as announcements on KFXM KGB KGER KIEV. Agency is Milton Weinberg Adv. Co., Los Angeles.

NEWS PERIOD by George Putnam on WEAF, New York, 6:15-6:30 p.m., gains sponsorship March 17 of Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (salted peanuts and "Hi Hat" peanut cooking oil(for Tuesday, Thursday and Saturday and of Borden Co. Pioneer Ice Cream Division, New York (Reid's Ice Cream), the remaining days, on April 20. Pedlar & Ryan, New York, handles the Borden Co.; J. Walter Thompson Co., New York, is Planters' agency.

DR. P. PHILLIPS CANNING Co., Orlando, Fla. (grapefruit juice), on Feb. 25 renewed for 102 times its twice-weekly participation in *Jack Kirkwood's Breakfast Club* on KFRC, San Francisco. Agency is C. L. Miller Adv., New York.

CHURCH & DWIGHT Co., New York (baking soda), has renewed *Brush & Smile*, thrice-weekly five-minute program on WGN, Chicago, for 52 weeks, and increased to six times weekly. Agency is Brooke, Smith, French & Dorrance, New York.

SINCLAIR REFINING Co., New York, has started *Fifteen Melodious Minutes*, thrice-weekly quarter-hour on WGN, Chicago, for 13 weeks. Agency is Hixson-O'Donnell Adv., New York.

DREZMA, New York (toiletries), on March 17 resumes twice-weekly quarter-hour programs on WEAF, New York, titled *Lessons in Loveliness* with Nell Vinick giving talks on beauty and information on how cosmetics are affected by the war. Agency is Blaine-Thompson Co., New York.

WINSLOW B. FELIX Co., Los Angeles (Chevrolet service), out of radio for more than six months, in a Southern California campaign, has started using daily spot announcements on KFWB KFAC KMPC. Mayers Co., Los Angeles, has the account.

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

In St. Louis

More MUSIC

More NEWS

More SPORTS

Than Any Other Network Station

ST. LOUIS

KWK — MUTUAL

DR. S. M. COWEN, Los Angeles (chain credit dentist), supplementing its Southern California radio advertising schedule, on March 1 started using 35 30-second and one-minute transcribed announcements weekly on KIEV, with five-per-week on KHJ. Contracts are for 52 weeks. Dental chain also sponsors a six-weekly quarter-hour news commentary featuring Robert Arden on KFWB, with a heavy schedule of daily transcribed announcements on that station as well as on KMTR KMPC KFAC KRKD KGFJ KFSD. In addition, participation programs are utilized on KGER KMTR KGFJ XELO XEMO. Agency is The Mayers Co., Los Angeles.

F. C. BURROUGHES Ltd., Toronto (chain furniture store), has started thrice-weekly quarter-hour transcribed programs on CKCL, Toronto, and plans to expand to other stations. Account placed by Frontenac Broadcasting Co., Toronto.

H. BLONDER Co., Cleveland (wallpaper), has contracted for 13 weeks sponsorship of early evening news commentaries by Wayne Mack on WGAR, Cleveland. Agency is Ohio Adv. Agency, Cleveland.

H. C. GAPEWELL, Oakland department store, has signed with KROW, that city, to sponsor a six-day morning program featuring a personality, Barbara Lee, in an informal discussion of store news.

AXTON-FISHER TOBACCO Co., Louisville, Ky. (Twenty Grand cigarettes), on March 15 started weekly quarter-hour newscasts by Frank Singiser on WOR, New York, as its first radio program in New York since the first of the year. Agency is McCann-Erickson, New York.

WARNER BROS., Burbank, Cal., in an extensive national campaign, will use spot radio along with other media to advertise the film "Kings Row."

ALL LOOK HAPPY as Longines-Wittnauer Watch Co., New York, makes final arrangements for launching the *World's Most Honored Music* series on WJZ, New York, March 16. Registering approval as the contract is signed are (l to r) John H. McNeill, manager of WJZ; Harrison J. Cowan, director of advertising, Longines-Wittnauer; M. Fred Cartoun, vice-president, Longines-Wittnauer; Robert Garver, account executive WJZ; and Charles Silver, Arthur Rosenberg Co., the agency.

Network Accounts

All time Eastern Wartime unless indicated

New Business

GENERAL FOODS Corp., New York (Grape Nut cereals), on April 6 starts *We Love & Learn* on 90 CBS stations, Mon. thru Fri., 2:30-2:45 p.m. Agency: Young & Rubicam, N. Y.

GOLDEN STATE Co., San Francisco (dairy products), on March 9 started *Dave Lane, Songs* on 3 CBS Pacific stations, Mon., Wed., Fri., 3:00-3:15 p.m. Agency: Ruthrauff & Ryan, N. Y.

CALIFORNIA PRUNE & Apricot Growers Assn., San Jose, Cal. (Sunsweet), on March 14 started *Dick Joy's* newscasts on 5 CBS Pacific Coast stations, adding KIRO April 4, Sat., 8:55-9 p.m. (PWT). Agency: Long Adv. Service, San Francisco.

DEPARTMENT of Munitions & Supply, Ottawa, on March 13 started *Voices of Victory* on 52 Canadian Broadcasting Corp. stations, Fri. 10-10:30 p.m. Agency: Cockfield Brown & Co., Montreal.

GENERAL CIGAR Co., New York (Van Dyck Cigar), on April 1 starts *William Winter—News Analyst* on 3 CBS Pacific stations, Wed., Sun., 9:30-9:45 p.m. Agency: Federal Adv. Agency, N. Y.

ANDY LOTSHAW & Co., Chicago (Gorjus and Body Rub), on March 30 starts *Your Date With Don Norman* on 2 MBS stations, Mon. thru Sat., 1:45-2 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

Renewal Accounts

GOSPEL BROADCASTING ASSN., Pasadena, Cal. (religious), on March 29 renews for 52 weeks *Old Fashioned Revival* on 175 Mutual stations, Sun., 9-10 p.m. Placed direct.

PHARMACO, Newark, N. J. (Feen-a-Mint), on March 22 renews for 13 weeks *Double or Nothing* on 116 MBS stations, Sun., 6:00-6:30 p.m. Agency: William Esty & Co., N. Y.

GENERAL CIGAR Co., New York (White Owl), on March 23 renews for 13 weeks *Raymond Graham Swing*, on 82 MBS stations, Mon. and Thurs., 10:00-10:15 p.m. Agency: J. Walter Thompson Co., N. Y.

BELL TELEPHONE SYSTEM, New York, on April 6 switches *The Telephone Hour* on 85 NBC stations, Mon., from 8-8:30 p.m. to 9-9:30 p.m., and on April 27 renews the program for 52 weeks. Agency: N. W. Ayer & Son, N. Y.

INTERNATIONAL SALT Co., Scranton, on April 11 renews for 13 weeks *Wifesaver* on 20 NBC stations, Sat., 10:30-10:45 a.m. Agency: J. M. Mathes Inc., N. Y.

SUNNYVALE PACKING Co., San Francisco (Rancho soups), on April 6 renews *Jane Endicott, Reporter* on 8 CBS Pacific stations, Mon., Wed., Fri., 10:45-11 a.m. (PWT). Agency: Lord & Thomas, San Francisco.

J. B. WILLIAMS Co., Glastonbury, Mass. (shaving cream), on April 6 renews *True Or False* on 68 BLUE stations, Mon., 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

IRONIZED YEAST Co., Atlanta, Ga., on March 24 renews for 13 weeks *Are You a Missing Heir* on 74 CBS stations, Tues., 8:00-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

44 OUTLETS ADDED TO BLUE SERIALS

BLACKETT - SAMPLE - HUMMERT, New York, with renewal March 23 of four of its five-weekly Blue network serial programs, will add 44 Blue stations to each program's lineup, making a total of some 114 for each serial, and will shift the time of their broadcast from 3-4 to 11 a.m.-12 noon.

All quarter-hour shows, the programs affected are *Orphans of Divorce*, now heard 3 p.m. on 66 stations for R. L. Watkins Co. (Dr. Lyons toothpowder), Monday and Tuesday, and on 67 stations for Bayer Co. (Bayer-Aspirin), Wednesday, Thursday and Friday; *Amanda of Honeymoon Hill*, 3:15 p.m. on 66 stations for Chas. H. Phillips Chemical Co. (Haley's M-O), Monday, Tuesday, Wednesday, and Dr. Lyons toothpowder on Thursday and Friday; *John's Other Wife*, 3:30 p.m. on 70 stations for Affiliated Products (Edna Wallace Hopper cosmetics), the first three days, and Wyeth Chemical Co. (Hills cold tablets), the last two days; *Just Plain Bill*, 3:45 p.m. on 70 stations for Anacin Co. (headache remedy).

Free & Peters Election

FREE & PETERS Inc., station representatives, at a board meeting last week elevated James L. Free from president to chairman of the board. H. Preston Peter, vice-president, was elected president, and Russell Woodward, sales manager of the New York office, became vice-president. The election involves no transfer of stock or change of present duties. "The action was taken," Mr. Free states, "in recognition of the outstanding service of Mr. Peters and Mr. Woodward to the company."

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on March 24 renews for 52 weeks *News of the World* on 32 NBC stations, Mon. thru Fri. 7:15-7:30 p.m. Agency: Wade Adv. Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on March 30 renews for 13 weeks *Lum & Abner* on 6 NBC Pacific-Red stations, Mon., Tues., Thurs., Fri., 8:15-8:30 p.m. (PWT), with transcribed version on 4 NBC California-Nevada stations, Wed., Thurs., Fri., Sat., 5:30-5:45 p.m. (PWT). Agency: Wade Adv. Agency, Chicago.

Network Changes

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), on April 1 discontinues *Meet Mr. Meek* on 30 CBS stations, Wed., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

PROCTER & GAMBLE, Cincinnati (Duz), on Feb. 23 added CBC to *The Bartons* on 46 NBC stations, Mon. thru Fri., 1:30-1:45 a.m. Agency: Compton Adv., N. Y.

CANADIAN CELANESE Ltd., Celanese Corp. of America, Montreal, on March 11 added CFRB, Toronto, to the CBS *Great Moments in Music*, Wed. 10:15-10:45 p.m. Agency: Young & Rubicam, Montreal.

HOWARD CLOTHES, New York, on March 22 discontinues *The Adventures of Bulldog Drummond* on 8 MBS stations, Sun., 6:30-7 p.m. Agency: Redfield-Johnstone, N. Y.

KARM
CBS - 5000 watts
FRESNO, CALIF.
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

High Court Action Seen by Summer

Networks Taking First Steps In Appeal From Decision

A SUPREME court ruling on the validity of the FCC's network-monopoly regulations, now suspended by order of a lower court, may be handed down by June, it was indicated in Washington following preliminary moves by NBC and CBS in their appeals from the lower court's adverse decision.

The appeals were docketed March 9 by the highest tribunal, with oral arguments expected by the last week in April. If that time schedule is met, the court is expected to decide the question of the FCC's jurisdiction over contractual relations of networks and affiliates prior to its summer recess in June.

The appeals were taken after the statutory three-judge court in New York on March 2 granted a stay of the FCC's regulations on pleas of NBC and CBS, pending the Supreme Court appeals. The statutory three-judge court previously had ruled, in a 2-1 decision, that it had no jurisdiction to adjudicate the validity of the monopoly regulations [BROADCASTING, March 2, March 9].

Record to Be Printed

With docketing of the NBC-CBS appeals, which are being resisted by the FCC, and by MBS as intervenor, the record in the proceedings before the lower court will be printed for Supreme Court consideration. Parties have agreed to printing of the complaints and the numerous affidavits filed in the statutory three-judge court proceedings.

Following customary procedure, it is expected the Supreme Court will determine whether it has "probable jurisdiction" in the proceedings. Because of the issues, it was thought that the court at its meeting Saturday (March 14) would decide that it does have "probable jurisdiction".

While it is possible that argument can be heard by the court during the week of April 6, attorneys felt that since briefs must be filed, the hearings more than likely will be set for the week of April 27—the last week during which the court hears arguments prior to its recess. If that schedule is followed, NBC and CBS, as the appellants, may have until April 6 to file briefs (three weeks before arguments), with the FCC and MBS to file reply briefs by April 20, or one week before arguments.

Should the court be unable to hear arguments during April, the case automatically will go over until the October term. The court does not recess over the summer until June, but it adjourns oral arguments at the end of April. Because the case has priority on the court docket, involving an appeal as a matter of right, it was expected that arguments would be heard prior to summer adjournment.

Probe Hearing

(*Continued from page 12*)

it was impossible to investigate the FCC without taking evidence on purported monopoly, trafficking in station licenses as well as related issues.

When Rep. Wigglesworth observed that the "two big networks" earned $30,000,000 last year on a $40,000,000 investment, Chairman Fly interposed that he did not believe these figures were exactly right but their profits are "extraordinarily large".

Communist Charges

Revival of charges of Communistic influences in the FCC brought pointed questioning from several committee members. Mr. Fly was asked why the FCC had ignored the command of the House that the chief analyst of its Foreign Broadcast Monitoring Service be released. In the ensuing colloquy, Mr. Fly mentioned that the matter was being considered by the Senate Appropriations subcommittee, after the House had specifically withheld salary for the official. After several direct inquiries by Rep. Cox, Mr. Fly said Dr. Watson is still on the FCC staff.

The newspaper-ownership inquiry also was opened by Rep. Cox, who asked Chairman Fly whether there was any "inhibition" against newspaper ownership in the law. He replied that the Commission was investigating the whole matter and had not yet decided on its course. He professed an open mind on the whole subject and said the FCC has not foreclosed newspaper ownership, but simply is holding in abeyance pending applications until the matter of policy is decided.

Rep. Cox charged that dissension exists on the FCC and that members of the Commission previously had alleged that the Commission was "susceptible to outside pressure". The FCC, he alleged, is "setting up a complete control of all communications".

Rep. Nichols (D-Okla.), in connection with the Watson incident charged that the FCC holds Congress in utter "contempt". Rep. Fish said he viewed it as "absolute defiance of the House". At one time Rep. Cox observed that if men of Watson's leanings were excluded from the FCC, "more than half of its personnel would be affected".

Immediately following Rep. Wigglesworth's allegations of monopoly, Chairman Fly said he was in agreement with both Messrs. Wigglesworth and Cox on such matters and that the Commission's chain-monopoly rules covered that very territory. There are "no substantial points on which the views of the Committee disagree with the Commission", he said.

No Press Policy Yet

When Committee members pounded away at the newspaper-divorcement inquiry, Chairman Fly said that a "number of complaints" had been received on newspaper ownership and that the proceedings were instituted just a year ago. He said the Commission had not reached its final judgment and that it might take one of three courses: (1) No policy action; (2) issuance of regulations; (3) recommendations to Congress that necessary legislative authority be given the Commission.

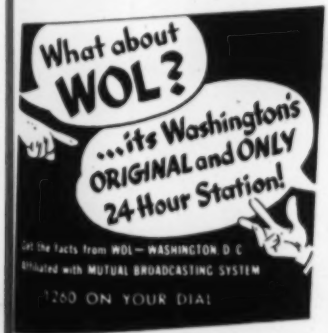
Allegations by Rep. Cox that the Commission is holding up authorizations even where "a few shares of stock" may be held by a newspaper owner, were denied by Chairman Fly. He said the Commission has in mind only majority ownership and control, but has not even reached a final determination on that. He said he had no doubt whatever about the Commission's jurisdiction in connection with the network-monopoly regulations, but that on the newspaper ownership matter no final conclusion had been reached.

Hearing in Recess

When Chairman Sabath sought to recess the hearings because of the convening of the House, Rep. Cox observed that "we haven't scratched the surface yet".

The hearing was recessed subject to the call of Chairman Sabath, with Mr. Fly to return to the stand. Rep. Cox said he proposed to call other witnesses, however.

Committee members indicated surprise when Chairman Fly appeared at the hearing. The Committee clerk suggested to Chairman Fly that he retire to Mr. Sabath's office until called to testify, but he elected to remain.


What about WOL?
...its Washington's ORIGINAL and ONLY 24-Hour Station!
Get the facts from WOL—WASHINGTON D C
Affiliated with MUTUAL BROADCASTING SYSTEM
1260 ON YOUR DIAL

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

"THIS IS OUR LAND"

★

So say millions from the four corners of the globe who have adopted this glorious U.S.A., as their home. The home of their future generations.

This station is proud to be a welcome visitor in these homes, 24 hours of the day, 7 days of the week, 365 days of the year.

★

5,000,000 PEOPLE CAN'T BE WRONG, THEY WELCOME IN 8 LANGUAGES IN THEIR HOMES DAILY THE CALL LETTERS OF

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

MORE and MORE PEOPLE LISTEN TO

WCOP

• NOW—WCOP gives Boston for the first time 18 hours of continuous music and news.

NOW—WCOP offers you an opportunity to buy hard-to-get premium night time spots at "easy-to-take" prices.

NOW—Before you select radio time in Boston test your campaign on WCOP.

•

WCOP

MASSACHUSETTS BROADCASTING CORP.

COPLEY-PLAZA HOTEL

BOSTON, MASS.

BOSTON'S "STAR SALESMAN"

THE RADIO EXECUTIVES' CLUB OF NEW YORK

presents

ITS ANNUAL AWARD FOR DISTINGUISHED SERVICE TO THE AMERICAN SYSTEM OF BROADCASTING

Wednesday, March 18

12:30 noon

Empire Room

HOTEL LEXINGTON

Strong U. S. Protest to Mexico On New Juarez Outlet Is Seen

FORMAL notice from Mexico that a new 150,000-watt station will be licensed to operate at Juarez, on the 800-kc. clear channel, is expected to bring strong protests from both the U. S. Government and stations in this country, on grounds of infraction of the North American Regional Broadcasting Agreement.

Advices received in official quarters, it was learned last Friday, stated that XELO, heretofore operating in Tiajuana, has been authorized to remove to Juarez, using the same call letters. It is assumed that W. E. Branch, an American, operator of XELO, and well-known as a border station owner, is the proposed licensee of the new Juarez outlet.

Interference Feared

The 800-kc. channel is a Class I-A frequency available for use in Mexico. Under the Havana Treaty, which became effective just a year ago, this frequency was to have been assigned to a station in Sonora, where it would serve Mexican rather than American listeners.

Juarez is just across the Rio Grande from El Paso. Several months ago the Mexican Communications Ministry had sent out notices that XESK would be licensed to operate at Juarez, using the same facilities now earmarked for XELO. The State Department, on advice of the FCC, promptly protested.

XESK, which did not begin operation because of the protests, was to have been licensed to General Abelardo Dordiguez, former president of Mexico. XELO had operated on 1190 kc. at Tiajuana, but caused ruinous interference to KEX, Portland. As a result of official protests, the station was deleted as a Lower California outlet.

A station at Juarez operating with 150,000 watts on 800 kc., it was pointed out, would cause serious interference to such stations as WFAA-WBAP, operating on 820 kc. at Dallas-Fort Worth, as well as to other stations on adjacent or neighboring frequencies. Moreover, engineers stated, it probably would blanket existing broadcast operations in the El Paso area. Aside from that, licensing of the stations at a border point, in lieu of Sonora, would clearly violate terms of the Havana Treaty.

NELSON'S MESSAGES IN FIVE LANGUAGES

DONALD NELSON's two broadcast addresses appealing to the populace to bend every effort toward war production, carried March 2 on the Blue Network and March 10 on MBS, have been translated and transcribed in Polish, Yiddish, Italian, Spanish and German by foreign-language actors and are available to stations requesting them. Requests for the 15-minute discs, transcribed by Allied Recording Co.'s Washington branch, should be addressed to Bernard Schoenfeld, chief of the radio section, Office of Emergency Management, Washington.

The other two speeches by the chief of the War Production Board, scheduled on CBS March 17 and NBC-Red March 23, have been called off for the reason that Mr. Nelson feels that his "pep" messages have already been delivered and that he should now await a propitious time to render a progress report to the nation. This is expected to be ready some time in April when one or more other hookups will be arranged.

Meanwhile, the OEM radio division arranged for a special broadcast by Assistant Secretary of War Robert Patterson over MBS March 12, and another by Under-Secretary of Navy James V. Forrestal is due to be heard on NBC-Red at 7:15-7:30 p.m. March 21 and Chairman Emory Land of the Maritime Commission on CBS 10:45-11 p.m. March 24.

REX DAVIS, chief news commentator, WCKY, Cincinnati, will serve as master of ceremonies at the American Folk Song Festival, conducted annually on Flag Day, June 14, in Boyd County, Ky.

Cereal Firm Testing

DOUGHBOY MILLS, New Richmond, Wis. (Doughboy Quick Rolled wheat), has started test campaign of daily ten-minute live programs on WIBA, Madison, and WEAU, Eau Claire, Wis., and a series of transcribed announcements on a pony-naming contest on WBOW, Terre Haute; WGBF, Evansville, Ind.; WDZ, Tuscola, Ill.; WHBF, Rock Island, Ill.; WMBD, Peoria; WOC, Davenport, Ia.; WIBU, Poynette, Wis. Agency is Arthur Towell, Madison.

Vick Adjusts Schedule; Appoints Grant Agency

VICK CHEMICAL Co., New York, through Grant Adv., Chicago, will take over sponsorship of *Dr. I. Q.* on 61 NBC stations on April 6. Program will continue without interruption since Mars Inc., Chicago (candy bars), a Grant account, will relinquish its present sponsorship of the program the preceding week on March 30. Time, however, will be changed to a half-hour later, from 9-9:30 to 9:30-10 on Tuesdays. Product to be advertised has not been announced, but will probably be Vitamins Plus.

Announcement has been made by Vick Chemical of the appointment of Grant Adv. to handle company's network advertising. The company on March 29 is discontinuing *The Nichols Family of Five* on 64 NBC stations. The program advertised Vaporub and Vatronol and was placed through Morse International, New York, which continues to handle all the other company advertising with the exception of Viatmins Plus, portion of which is under direction of Blaker Adv. Agency, New York.

SCHUTTER STARTS SPOT CANDY DRIVE

SCHUTTER CANDY Co., Chicago, has started intensive spot announcement campaign on an expanding schedule of nearly 40 stations throughout the country, concentrating on the Bit-O-Honey bar and including three other five-cent bars, Old Nick, Golden, and Nut Chew.

Announcements call attention to the current Defense Bond contest explained on Bit-O-Honey wrappers, offering 100 prizes monthly in defense bonds and stamps for ten-word entries on why the contestant likes the bar.

Schedule of 12 to 28 live and transcribed announcements weekly are being run on three-week contracts on the following stations: WGN WEEI WMSL KHUB KGIW KFKA KOKO KFVD KVAK WLBJ WHOP WMAM KPOW KWYO WAGM WMIN KWLM WCBI WJPR WGCM KGCX KAVE KGFL WNBZ WATN KOVC KVSO KODL KNEL KEEW KNET KIUN KVIC KUTA KVAN KHSL. Agency is Rogers & Smith, Chicago.

KMBC Drops Stage Show

TIRE CONSERVATION caused KMBC, Kansas City, to drop the weekly stage show held in connection with the *Brush Creek Follies* March 14. Arthur B. Church, station president, explained that most of the audience comes from rural areas. Coast-to-coast broadcast of the *Brush Creek Follies* will continue over CBS each Saturday afternoon. Members of the cast will continue to make personal appearances in Missouri and Kansas towns.

Headley-Reed in S.F.

HEADLEY-REED Co., station representative with offices in New York, Chicago, Detroit and Atlanta, has opened a branch in San Francisco, under the direction of Ralph Mitchell, formerly of Mitchell, Rudden & Reddell, Chicago newspaper representative. The new office is located at 300 Montgomery St.; telephone is Yukon 1265.

TO PROMOTE the Broadway shows, "Sons O Fun" and "Priorities of 1942," Blaine-Thompson Co., New York, agency in charge, on March 13 started one-minute announcements six times weekly immediately following the midnight news on WEAF, New York.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

IT'S COLOSSAL

Latest release from Sales Management gives the average Connecticut family $4,763 in Effective Buying Income. No other state even comes close! Add this to your other good reasons for using WDRC in Hartford, and act now! Basic CBS for Connecticut.

CBS

Pepsodent Testing Collapsible Tubes

PEPSODENT Co., Chicago, sponsors of NBC *Bob Hope* program for Pepsodent toothpaste, has revealed that it is testing a new collapsible tube made of plastic top and body of laminated paper board. The tube, invented by L. A. Bensel, Los Angeles, can be used not only for shaving and dentifrice creams, but also as a container for semi-liquid foodstuffs.

The Pepsodent Co., as exclusive licensee, has a financial interest in the invention but has agreed to make package available to competitors for the duration, if the tests are successful. The tests will be completed in about two or three months, it was stated. If the tube is practical, it may solve the packaging problem for a number of radio advertisers whose products are packaged in collapsible tin tubes, present stocks of which are rapidly diminishing.

Jordan to Tour Country With NBC Executives

MAX JORDAN, veteran NBC European correspondent and former chief of that network's Continental office, will accompany NBC executives on their swing around the country for a series of "radio war clinics" to which affiliates have been invited [BROADCASTING, March 9]. Mr. Jordan will give off-the-record talks on European phases of the war during the tour, arranged and headed by William S. Hedges, NBC station relations vice-president.

First meeting will be held at the Waldorf-Astoria, New York, March 16-17. Other meetings scheduled are: Netherland Plaza, Cincinnati, March 18-19; Biltmore Hotel, Atlanta, March 20-21; Baker Hotel, Dallas, March 23-24; Drake Hotel, Chicago, March 26-27; St. Francis Hotel, San Francisco, March 31-April 1.

Phila. Baseball Plans

WIBG, Philadelphia, will broadcast all home games of the Philadelphia American and National League teams this summer under joint sponsorship of Atlantic Refining Co. and General Mills. Byrum Saam and Taylor Grant will handle play-by-play and commercials respectively. Broadcasts will be fed to other stations of the Atlantic regional baseball network in Pennsylvania, New Jersey and Delaware. N. W. Ayer & Son is the Atlantic agency; Knox Reeves places for General Mills.

Photo Firm Spots

HOLLYWOOD Film Studios, Chicago (enlargements by mail), is sponsoring quarter-hour, five and ten-minute live hillbilly and transcribed popular music programs on an expanding scheule of stations including: WHN WMVA WAJR WHIS WAAF WJJD WIND WHEB KONO WSPD KHUB WCAZ XEG XENT. More stations will be added. Agency is Phil Gordon, Chicago.

ART SHERIN, since October 1940 with International Radio Sales and formerly junior account executive on the Camay Soap account at Pedlar & Ryan, on March 9 joined the commercial staff of WBAL, Baltimore.

CALL TO ARMS issued to Gene Godt by his local draft board resulted in his capture by the distaff members of WHO, Des Moines, for a farewell luncheon party. The WHO assistant news editor, just recently married, was admitted to the sacrosanct atmosphere of a hen party by (l to r): Iola Steffens, Lucille Bryson, Mary Nolan, Godt, Dorothy Osborn, Myrtle Moon, Evelyn Skidmore, Lorana Ellsworth, Lela Hayes, Thelma Pyle, Quinn Kramer and Ruth Burton. The luncheon, incidentally, was held at Louie Siegel's Home Plate Slide Inn in Des Moines.

Strotz Takes Over KPO

UNDER executive orders issued Friday by Frank E. Mullen, NBC vice-president and general manager, Sidney N. Strotz, vice-president in charge of NBC's Pacific Division, will be responsible for the management and operation of KPO, San Francisco, NBC outlet in that city. Effective immediately, Mr. Strotz will be in charge of all operating matters as well as personnel of KPO, in addition to his duties in charge of West Coast operations for the network, reporting directly to Mr. Mullen.

Danzig Joins Navy

JERRY DANZIG, publicity director of WOR, New York outlet of MBS, has been granted leave of absence to go on active duty March 16 as a lieutenant (J.&G.), U. S. Naval Reserve, in the radio section of the public relations division of the Third Naval District. Acting director of publicity will be Richard Pack, who joined WOR two years ago to handle commercial publicity and contact magazines.

Mr. Danzig

ASCAP Suit Extended

NEW YORK Supreme Court last Friday granted ASCAP an extension of time for an answer to the BMI-Marks suit, but stipulated that the Society must file its record of appeal from the recent decision of Justice Louis A. Valentine by March 23. Judge Valente had overruled ASCAP's contention that the case involves copyright and therefore should be heard in the Federal courts [BROADCASTING, March 2]. Argument on the appeal was set for April 7 [see earlier story on page 41].

Goodman's Campaign

A. GOODMAN & SONS, New York, last week started its annual campaign for Matzohs, using daily spot announcements in Yiddish on New York's foreign language stations, WBYN WHOM WBNX WCNW and WWRL, and a Sunday half-hour Yiddish program on WEVD, New York. Schedule will run through the Passover, ending April 1-3. Agency is Winer Adv. Agency, New York.

Fourth District of NAB Plans Meeting April 10

LAST of the pre-convention district meetings of the NAB is scheduled for Friday, April 10, at the Hotel Roosevelt, New York City, by the 2nd district, comprising stations in New York State. Clarence Wheeler, WHEC, Rochester, district director, called the meeting, at which the 2nd district director for another two-year term will be elected. Government agencies have been invited to send representatives to discuss industry problems.

The date of the meeting coincides with the George Foster Peabody radio awards dinners, to be held at the Starlight Roof of the Waldorf Astoria at 7 p.m. All broadcasters have been invited to the awards dinner—second to be held. The Peabody advisory board will meet in New York March 20 to pick the 1941 award winners, to be announced at the April 10 dinner.

Pfunder Placing

F. H. PFUNDER Co., Minneapolis (stomach tablets), has placed Sunday series of quarter-hour transcribed *Melody Lane* on WGN, Chicago; KCMO, Kansas City; WIND, Gary; CKLW, Windsor, Ont. Additional stations are under consideration. Agency is Sorensen & Co., Chicago.

SYNDICATE DISCS IN HEAVY DEMAND

REPORTING "a decided trend among broadcasters for syndicate-recorded programs," C. Lloyd Egner, vice-president in charge of NBC's Radio Recording Division, announced last week that since the first of the year his staff has closed contracts with 41 broadcasters for this type of program and that several new syndicated shows are in the works.

In addition to making many new recordings for use in both national and local spot campaigns in this country, he said, NBC has had a considerable volume of recordings in Spanish for broadcasting on Latin American stations in behalf of American products.

New stations recently subscribing to Thesaurus include WGKV KFFA WSON KDON WWSR KFIO KFYR WBLK WRRF CKX CHLT CHEX CJIC.

New Axton Cigarette

AXTON-FISHER Tobacco Co., Louisville, is preparing to market a new "king size" cigarette, All-American. Priced at 15 cents, a package will contain 24 cigarettes. Production and packaging details have been worked out but advertising plans have not yet been completed by the agency, Blackett-Sample-Hummert, Chicago.

Tyler Aids Schmid

JAMES S. TYLER, for two years in the research and promotion department of the Bureau of Advertising, ANPA, on March 16 joins MBS as assistant director of advertising and promotion to Robert A. Schmid, Mutual's director of that department. Mr. Tyler was previously trade news editor of CBS, and prior to that on the editorial staff of *Advertising & Selling*.

MILESTONE in the life of *Amos 'n' Andy* will be reached March 19, which marks the completion of 14 years of continuous broadcasting, with a total of 3,850 broadcasts. The CBS show is sponsored by Campbell Soup Co., Camden, N. J. Agency is Ward Wheelock Co., Philadelphia.

ROYAL WELCOME TO CHICAGO was given Dewey Long (standing, extreme right) newly appointed manager of Chicago sales office of WLW, Cincinnati. Occasion was a party at the Blackstone Hotel which was attended by leading Chicago agency executives. Seated (l to r) are: John P. Roche, president, Roche, Williams & Cuunyngham; James Witherell, research director; June Rollinson, timebuyer, Russel M. Seeds Co.; George Duram, timebuyer and account executive, H. W. Kastor & Sons. Standing: Bert Cavanagh, timebuyer, Roche, Williams & Cunnyngham; Harry B. Cohen, account executive, H. W. Kastor & Sons; Robert E. Dunville, general sales manager, Crosley Corp. broadcasting division.

Where But
WSYR
SYRACUSE
Can You Get a Basic NBC Red Station covering Central New York?

HIT PARADE
Here We Come!
"Memory of This Dance"
"A Little Bell Rang"
"They Started Something"
BROADCAST MUSIC, Inc.
580 Fifth Ave. • N. Y. C.

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money To Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
REPRESENTED BY THE FOLLEY CO. NATIONALLY
CHICAGO • NEW YORK

Columbia's Station for the SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Pacific Placements

(Continued from page 11)

advertising campaigns. In agreement with Carl Eastman, vice-president of N. W. Ayer & Son, that "it is the responsibility of those entrusted with the preparation of advertising during wartime to exercise the necessary foresight and ingenuity to keep advertising in line with current problems", West Coast firms are revamping advertising budgets, giving more generous appropriations to radio.

Unacal Products Inc., Los Angeles (Bif, Clearex), a subsidiary of Union Oil Co., on March 27 starts for 13 weeks sponsoring *News With Jim Doyle*, on 33 Don Lee stations, Friday, 6:15-6:30 p.m. (PWT). Firm is also considering a spot announcement campaign to supplement the network program. Agency is Lord & Thomas, Los Angeles.

Dairy, Wines and Oils

Golden State Co., San Francisco (dairy products), in a 13-week campaign which started March 9, is sponsoring *News With Jim Doyle* on three Don Lee California stations, Monday and Wednesday, 6:15-6:30 p.m. (PWT). Firm, in addition, sponsors *Dave Lane, Songs*, on three CBS California stations (KNX KQW KROY), Monday, Wednesday and Friday, 3-3:15 p.m. (PST), having also started March 9 for 13 weeks. Ruthrauff & Ryan Inc., San Francisco, has the account.

Italian Swiss Colony, San Francisco (wines), through Leon Livingston Adv., that city, in a 52-week campaign, which started Feb. 10, is sponsoring a transcribed version of Fulton Lewis jr. on three Don Lee California stations (KHJ KFRC KGB), Tuesday and Thursday, 9:30-9:45 p.m. (PWT).

Signal Oil Co., Los Angeles, on March 5 started for 26 weeks, *Upton Close, News Commentator*, on six NBC Pacific Red stations (KFI KMJ KPO KHQ KOMO KGW), Sunday, 3:45-4 p.m. (PWT). Placing through Barton A. Stebbins Adv., Los Angeles, the firm also sponsors *Signal Carnival* on 11 NBC Pacific Red stations, Sunday, 7:30-8 p.m., with transcribed repeat on four California--Nevada stations, 9:30-10 p.m., (PWT).

Par Soap Co., Oakland, Cal., through Long Adv. Service, San Francisco, on March 4 started sponsoring *It Happened in the Service*, on 13 NBC-Pacific Red and Mountain stations, Wednesday, 5:15-5:30 p.m. (PWT). American Chicle Co., Long Island City (chewing gum), on March 18 starts Bill Henry's *By the Way* on 19 NBC Pacific and Mountain stations, Wednesday, Thursday, Friday and Saturday, 5:45-6 p.m. (PWT). Agency is Badger, Browning & Hersey, New York.

General Cigar Co., New York (Van Dyke cigars), on April 5 starts for 52 weeks, *William Winter, News Analyst*, on three CBS California stations (KNX KARM KROY), Sunday and Wednesday, 9:30-9:45 p.m. (PWT). Federal Adv. Agency, New York, has the account.

McKesson & Robbins, Bridgeport, Conn. (Calox tooth powder), is currently sponsoring *News by Dick Joy*, on six CBS Pacific Coast stations, having started March 4 for 20 weeks, Monday and Wednesday, 8:55-9 p.m. and Sunday, 8:25-8:30 p.m. Placement is through J. D. Tarcher & Co., New York. California Prune & Apricot Growers Assn., San Jose, Cal., is also sponsoring that newscaster on the same list of stations, having started March 14 for 13 weeks, Saturday, 8:55-9 p.m. Long Adv. Service, San Jose, is the agency.

Gallenkamp Shoe Stores, San Francisco (shoes), through Long Adv. Service, that city, on March 22 starts for 13 weeks, a news program, on 6 CBS Pacific Coast stations (KNX KARM KROY KQW KOIN KIRO), Sunday, 11:55-12 noon.

J. A. Folger & Co., San Francisco (Coffee), on April 7 starts for 52 weeks *Public Service Inc.* on six CBS Pacific Coast stations (KNX KQW KARM KROY KOIN KFPY), Tuesday, Wednesday and Thursday, 5:15-5:30 p.m. Placement is through Raymond R. Morgan Co., Hollywood. Langendorf United Kakeries, San Francisco (chain), through Ruthrauff & Ryan, that city, on Feb. 10 started sponsoring a thrice-weekly half-hour radio version of the newspaper comic strip *Red Ryder*, on nine BLUE Pacific stations (KECA KGO KJR KPQ KFSD KFBK KWG KERN OH), Tuesday, Thursday and Saturday, 7:30-8 p.m. (PWT) for 52 weeks.

Census

(Continued from page 18)

but this report did not include the projections at that time. Accordingly, it is herewith presenting the figures for all of the three States thus far made available.

The housing bulletins for the respective States, which also include other data such as plumbing, household and refrigerating equipment, data on rents, values, etc., may be obtained for 10 cents each from the Government Printing Office, Washington. Ask for *Second Series, General Characteristics*, but note that only the bulletins for Nevada, New Hampshire and Vermont are available. It will probably take the rest of the year for issuance of data covering the remaining States, which will be issued one by one.

SECOND DEPARTMENT STORE in Philadelphia turned to radio for the sponsorship of a regular series of programs when Strawbridge & Clothier scheduled *The Singing Master*, audience participation show, on WFIL for a half-hour each week. While Philadelphia department stores have continually used spot campaigns in connection with special sales, Lit Brothers is the only other store using radio on a regular basis. Inaugurating the department store series were (l to r), Edward Severson, Strawbridge & Clothier advertising manager; Ednyfed Lewis, assistant advertising manager; Dr. Clyde Dengler (*The Singing Master*); Roger W. Clipp, vice-president and general manager of WFIL.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. — Representatives

Call Them 'RCA', Weber Proposes

Tells MBS Stations How to Refer to Red and Blue

MEMORANDUM urging all MBS affiliates to "constantly refer" to the Red and Blue networks as "the two networks owned by RCA," and so to "prevent the false impression that these are two separate networks," was sent recently to all Mutual stations by Fred Weber, MBS general manager.

Memo points out that NBC and the Blue have made "a very strenuous effort to convince the public, advertisers, government officials etc." that the two are separate organizations and states that "NBC has achieved partial success in confusing this issue."

The Weber memo reads:

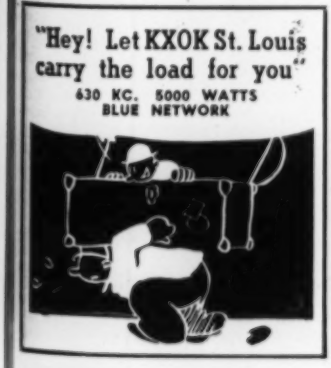
"As you know the National Broadcasting Co. and the Blue Network have made a very strenuous effort to convince the public, advertisers, Government officials, etc. that the Blue Network has been separated from the National Broadcasting Co.

"It might be said that NBC has achieved partial success in confusing this issue. To prevent the crystallization of this erroneous opinion of separation, it is essential that everyone connected with Mutual do his utmost to make certain everyone has a clear understanding of the true situation. Therefore, it is recommended that we spread by conversation and other means, the fact that today the Radio Corp. of America owns all of the stock and controls all of the operations of two networks: The NBC Red Network and the RCA Blue Network.

"If you will constantly refer to the two networks owned by the RCA, we will prevent the false impression that these are two separate networks."

Krueger Placing

G. KRUEGER BREWING Co., Newark, in addition to sponsoring the weekly half-hour *Go Get It* program on WOR, New York, is lining up stations for a summer campaign of spot announcement and quarter-hour news programs six times weekly. Stations already carrying both news and announcements are WKNE, Keene, and WLNH, Laconia, N. H. Announcements only are on WNBC, New Britain, Conn., and WFNC, Fayetteville, N. C. Agency is Compton Adv., New York.



Ritter Heads KYCA

HAROLD RITTER has been named manager of KYCA, Prescott, Ariz., to succeed Mucio Delgado who resigned to join the Office of Inter-American Affairs in Washington, according to an announcement by the station. Mr. Ritter has been a member of the sales staff of KTAR, Phoenix, Ariz. KYCA is a member of the Arizona Broadcasting Co. regional network.

Mr. Ritter

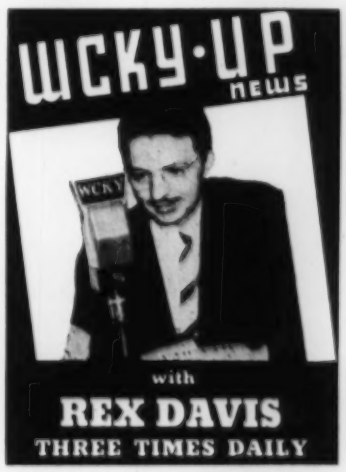
PROGRAMS SHIFTED BY GENERAL MILLS

GENERAL MILLS, Minneapolis, has announced a revamping March 17 of its NBC 2-3 p.m. period *Hymns of All Churches*, CBS quarter-hour, Monday, Wednesday, Friday at 10-10:15 a.m., and *Betty Crocker*, at the same period on Tuesday and Thursday, to NBC at 2:45-3 p.m. *Valiant Lady* (Bisquick) on NBC 2:30-2:45 p.m. will occupy the 10-10:15 a.m. period on CBS.

New lineup of the 2-3 p.m. hour on NBC is as follows: 2-2:15, *Light of the World* for Cheerioats instead of Gold Medal Flour; 2:15-2:30, *Arnold Grimm's Daughter* (Kitchen Tested Flour) replacing *Mystery Man* (Wheaties), discontinued; 2:30-2:45, *Guiding Light* (Wheaties) replacing *Valiant Lady;* 2:45-3, *Hymns of All Churches*, Monday through Thursday, and *Betty Crocker*, Friday (Softasilk cake flour). The latter quarter-hour was formerly occupied by *Arnold Grimm's Daughter* for Corn Kix.

Knox-Reeves Adv., Minneapolis, is agency for *Guiding Light* (Wheaties), produced in New York, and Blackett - Sample - Hummert, Chicago, handles the other three quarter-hours originating out of Chicago in the interest of Cheerioats, Kitchen Tested and Softosilk flours.

MAX WYLIE, radio director of Blackett-Sample-Hummert, Chicago, has been elected chairman of the Chicago branch of the Radio Writers War Effort Committee. Mel Williamson, former chairman and producer of Russel M. Seeds Co., Chicago, has been transferred to the agency's Los Angeles office.



Singing Spot Program Sold as Package Show

NATIONAL syndication of the Kent-Johnson recorded program *Say It With Music*, which starts March 16 on WJZ, New York Blue Network outlet, in the 1-7 a.m. period, has been announced by National Concert & Artists Corp., which will handle sales and sales promotion of the show, with Kent and Johnson in charge of production and programming.

To be offered as a package show of any desired length to every commercial station in the country, the program will be available to local sponsors for "singing" spot commercials, created by Alan Kent and Ginger Johnson, well known in that field. Each sponsor will have exclusive right to the show in his area, and will pay a special charge for the jingles as well as a recording fee. The only spoken word on the program will be three minutes of news presented on the hour by local news announcers. It is also planned to include singing call letters for each station buying the show.

Paramount on Blue

IN ADDITION to promoting the new picture "The Fleet 's In" on 75 MBS stations [BROADCASTING, March 9, 1942], Paramount Pictures will use 91 Blue Network stations for a special program 10:15-10:30 p.m. on March 20. Agency is Buchanan & Co., New York.

Park Acquires Control Of Agency Promoting Farm Co-Op Advertising

INDICATIVE of a move by agricultural cooperatives to use more time on the air was the announcement this week that Roy H. Park, of Raleigh, advertising consultant for more than a score of farm cooperatives in seven States along the Eastern seaboard, had purchased controlling interest in the 20-year-old Agricultural Advertising & Research Service, Ithaca, N. Y.

A pioneer in agricultural cooperative publicity and advertising, Park has long advocated that the nation's 10,900 farm cooperatives —generally considered weak advertisers—use more space and more time on the air.

Park has resigned an 11-year connection as editor and manager of the Carolina Cooperator Publishing Co. and a vice-president and manager of the Mutual Press. On April 1 he will go to Ithaca to take over active management.

Included in the list of accounts of Agricultural Advertising and Research Service is the Cooperative GLF Exchange of Ithaca, N. Y., the nation's largest farm supply cooperative with an annual volume of more than $75,000,000. It is a heavy user of radio, sponsoring Bert Hughes, the *GLF Farm Reporter*, over a network of stations in New York, New Jersey and Pennsylvania.

When You Buy Time—
Buy An Audience
WTAG AUDIENCE
64% OF THE LISTENING AUDIENCE IN THE CENTRAL NEW ENGLAND MARKET*
ALL OTHERS
36% OF THE LISTENING AUDIENCE IN THE CENTRAL NEW ENGLAND MARKET*
* According to all independent surveys made throughout the entire day. Ask for details.
WTAG
WORCESTER
NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & COMPANY, INC.
NATIONAL REPRESENTATIVE
Owned and operated by The Worcester Telegram Gazette

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 7 to MARCH 13 INCLUSIVE

Decisions . . .

MARCH 11

WAAB, Boston—Granted CP increase 5 kw install transmitter director D & N move transmitter Holden, move studios to Worcester.

WWNC, Asheville, N. C.—Granted consent relinquish control by Charles A. Webb, thru payment accrued preferred dividends by licensee corporation to common stockholders collectively.

WNAC, Boston—Granted CP reinstate increase 5 kw change in equipment directional D & N.

DESIGNATED FOR HEARING—**NEW, J. C. Horton, Santa Ana, Cal.**, CP new station; **NEW, Florida National Building Corp., Miami**, Same; **NEW, Associated Broadcasters Inc., Indianapolis**, hearing to be consolidated with WIRE, WGL, WKBV; **KSD, St. Louis**, applic. CP shift 940 kc increase 50 kw new transmitter and move directional N; **KROY, Sacramento, Cal.**, applic. CP change 1030 kc increase 10 kw unl. new transmitter and move directional D & N, hearing to be consolidated with KFXD, KRNR; **WFBR, Baltimore**, applic. CP directional changes.

DESIGNATED FOR FURTHER HEARING—**NEW, Park Cities Broadcasting Co., Dallas**, applic. CP new station 710 kc, 5 kw unl.; **WTCN, Minneapolis**, applic. CP shift 710 kc; **WHB, Kansas City**, CP shift 710 kc; **NEW, Camden Broadcasting Co., Camden**, applic. applic. CP new station 820 kc 500 w D; **WICA, Ashtabula, O.**, applic. CP install new transmitter increase 5 kw D 1 kw N unl.; **WWSW, Pittsburgh**, applic. CP shift 970 kc increase 5 kw unl.; **NEW, Scripps-Howard Radio Inc., Houston**, applic. CP new station 1230 kc.; **NEW, Texas Star Broadcasting Co., Houston**, same; **NEW, Greater Houston Broadcasting Co. Inc., Houston**, same; **WBRE, Wilkes-Barre, Pa.**, applic. CP synchronous station at Scranton 100 w; **NEW, Dorman Schaeffer, Klamath Falls, Ore.**, applic. CP new station 1400 kc 250 w unl.; **NEW, Herald Publishing Co., Klamath Falls, Ore.**, same; **NEW, South Florida Broadcasting Inc., Miami**, applic. CP new station 1450 kc 250 w; **NEW, West Allis Broadcasting Co., West Allis, Wis.**, applic. CP new station 1480 kc 250 w D; **NEW, Robert V. Lee, Bradenton, Fla.**, applic. CP new station 1490 kc 250 w; **KMLB, Monroe, La.**, applic. CP shift 1440 kc increase 1 kw unl.; **NEW, KNOE Inc., Monroe**, applic. CP new station 1450 kc. 250 w unl.

Applications . . .

MARCH 7

NEW, Eastern Broadcasting Co., Patchogue, N. Y.—Amend applic. CP request 1520 kc. 1 kw ltd WKBW.

NEW, Sunland Broadcasting Corp., DeLand, Fla.—CP new station 1340 kc 250 w unl.

MARCH 11

NEW, The Fort Hamilton Broadcasting Co., Hamilton, O.—CP new station 1450 kc 250 w unl.

Tentative Calendar . . .

WELL, Battle Creek, Mich., license renewal (March 16).

WAPI, Birmingham, Ala., CP 1070 kc 50 kw unl. directional N (March 19).

KVOA, Tucson, Ariz., CP 590 kc 1 kw unl directional D & N; **KGGM, Albuquerque, N. M.**, CP 590 kc. 5 kw D 1 kw N unl. directional N; **KVSF, Sante Fe, N. M.**, CP 1260 kc 1 kw unl. (consolidated hearing, May 11).

New Listening Peaks

AS A RESULT of all-out war production, which has radically affected the living habits of radio listeners, time periods which have never previously reached their total potential audience, are now scoring heavy listnership rating, according to the "The WOR Continuing Study of Radio Listening in Greater New York." A typical new peak period for listening is the 8-8:15 a.m. newscast Sunday mornings, which was found to have an audience larger than those attracted by many of the top daytime and evening news spots.

DEFERMENT AT CAA MAY BE PRECEDENT

DRAFT BOARDS were recently advised by Selective Service Headquarters in Washington of the need for deferment of key employes of the Civil Aeronautics Authority, including radio and communications personnel, it was learned by BROADCASTING last week. The number of radio and communications employes in the CAA is approximately 700.

It is the opinion of Selective Service officials that the memorandum applying to the CAA will have definite bearing on station technical personnel. Official quarters stated that "despite the fact that the Civil Aeronautics Authority is a Government agency, we do not feel that discrimination will be made between employes of the CAA and civilians engaged in a similar capacity".

Selective Service Headquarters reported last week that no further action has been taken on the matter of deferring key radio and newspaper employes pending conferences between representatives of radio, press and Selective Service. As previously reported in BROADCASTING, deferment of radiomen will be contingent upon two factors —availability of replacement and value of the particular employe to the station affected, with discretion left to local boards.

According to reports reaching BROADCASTING, last week, however, local boards have already taken into consideration recent observations made by Brig. Gen. Lewis B. Hershey, head of Selective Service, on the public value of "key" radio and newspaper employes and have granted deferments to station personnel on that basis.

Arbitration Sought

AMERICAN Arbitration Assn. has been asked to settle a wage increase dispute between the American Federation of Radio Artists and the management of WBZ-WBZA, Boston-Springfield, following failure of union and stations to agree when, as the contract provides, AFRA asked that it be reopened for an increase in wages for staff talent. George W. Coleman, head of Boston's Ford Hall Forum, was named as the AFRA representative on the three-man AAA panel to judge the dispute. Negotiations between AFRA and NBC and the Blue Network have begun for a renewal of contracts for network sound effects men in New York. Present contract, drawn when the Blue was a part of NBC, expires April 30.

Tube Conditioning Plans Available for Stations

DESIGNED to lengthen the life of transmitting tubes, a new conditioning unit worked out by Bell Labs., Western Electric and WOR, New York, has been made available as a service to the trade through Western Electric, which is distributing without cost a pamphlet titled *How to Recondition Vacuum Tubes* by Charles W. Singer, WOR transmitter chief.

Station engineers themselves can build the unit, WE states, for less than $100 complete, and stations can get their investment back in tube savings in less than six months. Not only does the unit make possible the lengthening of tube life, but spares may be saved from "shelf age" no matter how long they are stored. WOR found that after 5,000 hours a 342A tube showed a tendency to become gaseous, yet was reconditioned for 4,000 more hours of service.

AMERICAN Communications Assn., CIO technicians union, will hold its sixth national convention at the Hotel Ansley, Atlanta, the week of April 13. Speakers include James Lawrence Fly, chairman of the FCC and DCB.

LAPP HAS MADE 142 DESIGNS IN ANTENNA STRUCTURE INSULATORS—ALL ARE BASED ON THE LAPP CURVED-SIDE COMPRESSION CONE
The largest and smallest Lapp curved-side cones—for a low power pipe mast, and for the world's largest vertical radiator—1050 feet.
More than 20 years of service records prove that the Lapp curved-side compression cone of electrical porcelain meets every operating requirement. It affords double the strength of an ordinary straight-side cone, assuring the maximum in security and permanence. Finally, each insulator, before shipment, is tested by loading to 50% more than maximum design load. Most radio engineers know they've covered the insulator question adequately when they say to their tower manufacturer, "Use Lapp Insulators." Lapp Insulator Co., Inc., LeRoy, N. Y.
Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

BLACKOUT ORDERS FOR TRANSMITTERS

ACTING on written orders from the FCC, DCB and the Civil Aeronautics Authority, tower lights and marker beacons on transmission towers in the Washington area were allowed to remain illuminated during the test blackout last Friday.

All stations throughout the country have received confidential information on blackout procedure with final authority regarding exemptions to general rules resting with Interceptor Commands and local civilian defense officials.

Tower lights and marker beacons are allowed to be illuminated because of the hazard to friendly aircraft if darkened. This will apply, however, in only test blackouts. In the event of an actual raid the local Interceptor Command will issue orders for complete blackout.

In Washington's test blackout, Friday, all building lights, identification signs and ground lights of all stations with the exception of marker beacons and tower lights were extinguished.

Transfer of Employes Causes FCC Difficulty

DISCUSSING the possible transfer of certain FCC employes to other agencies of the Government which have been classified as strictly wartime operations, FCC Chairman James Lawrence Fly at his press conference last Monday said the FCC's problems in this respect would be greater than most other agencies affected by President Roosevelt's recent Executive transfer order.

Mr. Fly pointed out that the various departments of the FCC are so closely interrelated that any transfer of employes may seriously affect the FCC's workings. It was indicated, however, that shifts will be cleared as soon as possible. The transfer will affect FCC employes whose activities are of a routine regulatory nature, bringing them under Class 5, the classification farthest removed from wartime functions under the President's order [BROADCASTING, March 9].

Cosman at Navy Dept.

JAMES V. COSMAN, president of WPAT, Paterson, N. J., and radio sales manager of Federal Telegraph Co., on March 9 reported to the Bureau of Ships, Navy Dept., Washington, as a temporary contract engineer, pending action on his application for a commission. He is on leave of absence for the duration from Federal Telegraph.

Lorillard Officers

HERBERT A. KENT, formerly vice-president in charge of sales of P. Lorillard Co., New York, maker of Old Gold cigarettes, has been elected president. Other newly-elected officers are: George H. Hummel, chairman of the board; J. Strother Freeman, vice-president in charge of manufacturing.

KMOX, St. Louis, and KYW, Philadelphia, have recently signed new contracts with the American Federation of Musicians locals in those cities. In St. Louis, the local union is also negotiating with KSD and KNOK, according to AFM national headquarters in New York.

Store to Sponsor Entire News Slate

Chain Unit in Springfield Buys All WCBS Newscasts

EFFECTIVENESS of radio as a major medium for department stores was recognized this month by the W. H. Roland Store, Springfield, Ill., when it signed a contract to sponsor the entire schedule of newscasts on WCBS for a year. The store is a branch of the Lane Bryant Stores, New York, one of the country's largest chains selling women's and children's apparel.

Commenting on the entrance into radio, L. A. Wollan, manager of the store, said, "In sponsoring all the news programs on WCBS, Roland's believes that they are adopting, in radio, a medium best suited to create and build goodwill for this stores."

Must Be Consistent

"We recognize first of all that radio advertising, to be productive, must be consistent. Therefore, we have signed a contract for 52 weeks. The most significant thing about our entrance into the field of radio for advertising women's and children's apparel and accessories is our approach to it from the angle that it cannot prove itself good or bad in less than one year of consistent use. Its value to us of course will depend upon how adept we are in putting our message across in the commercial ties with these newscasts. We shall watch with considerable interest the results achieved in the coming year, both directly and indirectly from our radio advertising."

Entrance of Roland's into large-scale radio follows by a week the announcement by Mandel Bros., one of Chicago's leading department stores, that it would sponsor on WIND, Gary, on a 52-week basis 24 five-minute newscasts daily, at every hour around the clock. Schwimmer & Scott, Chicago, placed the business; the former was placed direct.

Mexican Station Changes

TWO new stations in Celaya, Guanajuato, Mexico, are scheduled to begin operation shortly, both 100 watters, one on 1600 kc. and the other on 1190 kc. Other recent changes in the Mexican log are the shifting of XEGT from Cuidad Guzman to Guadalajara, probably effective April 18, and the changing in frequency of XERW, Leon, Guanajuato, from 1600 kc. to 1390 kc. with 100 watts.

Bakery to Expand

INTERSTATE BAKERIES Corp., Kansas City, will expand rather than curtail its 1942 advertising, according to Roy L. Nafziger, president. Firm has set the largest advertising budget in its history with a major portion being spent in Southern California. Growth of that area's population and purchasing power warrants this move, Mr. Nafziger explained.

It Happened
TEN YEARS AGO THIS MONTH

From the 1932 files of BROADCASTING

WILLIAM S. PALEY and his management group have reacquired complete ownership of CBS stock through purchase of the 50% stockholdings of Paramount-Publix Corp. at a price reported to be between $6,000,000 and $8,000,000.

•

DUKE M. PATRICK, assistant general counsel of the Federal Radio Commission, has been promoted to general counsel, succeeding Col. Thad H. Brown, named on March 28 as commissioner for the Second Zone.

•

LOREN L. WATSON, formerly with the artist and repertoire department of RCA-Victor at Camden, is now general manager of WGST, Atlanta, succeeding David Brinkmuller, resigned.

•

HOMER OWEN GRIFFITH, who formerly operated a radio advertising agency in Los Angeles, has opened a similar office in Chicago and is also appearing on WBBM daily.

•

EDWARD J. WOOD Jr., recently on the advertising staff of *True Story* magazine, has been added to the commercial staff of WGN, Chicago.

•

PAUL DUMONT, former NBC announcer, has joined Erwin, Wasey & Co., New York, in charge of radio production under Charles Gannon, formerly with WOR, Newark, and WRC, Washington.

•

A. B. CHAMBERLAIN, chief engineer of CBS, and G. Stanley McAllister, head of the network's construction engineering department, spent a week at Charlotte making arrangements for the construction of the new 25 kw. transmitter of WBT.

•

ARTHUR C. THOMAS, formerly publicity director of the Omaha Chamber of Commerce, has been appointed manager of WJAG, Norfolk, Neb.

•

NORMAN BAKER, deposed operator of the former KTNT, Muscatine, Ia., is reported to be building a new 100,000-watt station on 615 kc. on the Mexican border.

•

TO EXPRESS their appreciation for the radio service KFYR, Bismarck, is giving listeners in Manitoba and Saskatchewan, 21 business men of Winnipeg paid the station a goodwill visit March 14, and the *Bismarck Capital* editorially characterized the visit as a high compliment to Manager P. J. Meyer.

THE SAME freedom of speech permitted the press should be extended to broadcasters, Louis G. Caldwell and Arthur W. Scharfeld, counsel for the Trinity Methodist Church South, formerly operator of KGEF, Los Angeles, contend in an appeal filed in the Court of Appeals of the District of Columbia from the decision of the Federal Radio Commission denying an application for renewal of license. Utterances over the station by the Rev. Robert P. Schuler, caused the station's deletion.

•

THE FUTURE of most regional broadcasting stations may hinge upon the success of the new directional antenna just installed by WFLA-WSUN, Clearwater, Fla., in an effort to comply with the court mandate instructing it to reduce its signal in the direction of Milwaukee, where WTMJ also operates on 620 kc. The new antenna, first to be installed in this country, was designed by Raymond Wilmotte.

•

HEARINGS on the resolution of Senator Dill (D-Wash.) to equip the Senate Chamber for broadcasting, were held before the Senate Rules Committee March 22, with Frank M. Russell for NBC and Harry C. Butcher for CBS testifying that the plan was technically feasible and that the job could be done for about $30,000.

•

BING CROSBY on March 1 began a new series of sustaining programs three nights weekly over CBS.

FLORENZ ZIEGFELD, the Broadway producer, has turned his talents to radio and on April 3 will start a series of programs to be known as the *Ziegfeld Follies of the Air* over 70 CBS stations under sponsorship of the Chrysler Corp., Detroit.

•

LEHN & FINK, New York, after testing advertising with a comparatively small budget last year, announces that it will devote practically all of its 1932 advertising budget for Pebeco tooth paste to radio.

•

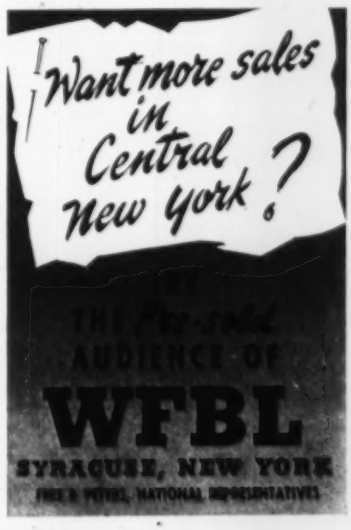
ELY CULBERTSON, noted authority on bridge, is starting a thrice-weekly program on the NBC Red Network under sponsorship of Wm. Wrigley Jr. Co., Chicago.

KGW Increases Time

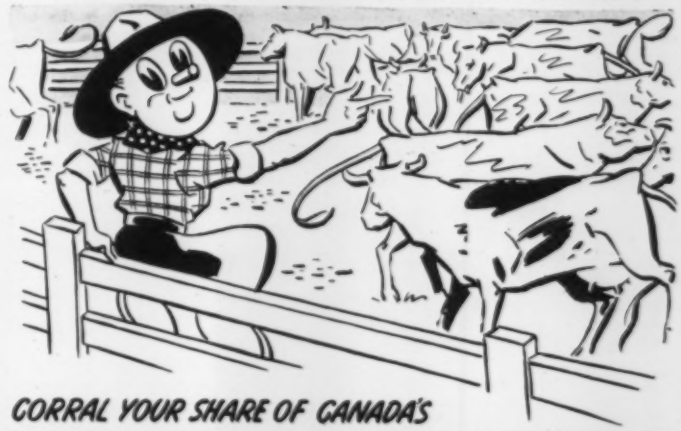
OPERATING time of KGW, Portland, has been increased to 22 hours daily, going off the air between 2 and 4 a.m., it was announced last week by Arden X. Pangborn, KGW managing director. Allen Sheppard and Herb Johnston take over the midnight-6 a.m. shift with music and news filling the time. Included in the new setup is the early morning rebroadcast by transcription of *History in the Making*, 30-minute roundup of war news and comment which has been on KGW-KEX several months.

Dreier Series on NBC

ALEX DREIER former NBC correspondent in Berlin, now in this country, will soon be heard on NBC in a series of news analyses based on his own experiences as well as news he receives from Germany and other European countries.



In CANADA — It's the 'All-Canada' Stations



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Ask your advertising agency or All-Canada representative

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Victoria	CJVI	Grande Prairie	CFGP	Winnipeg	CJRC
Trail	CJAT	Lethbridge	CJOC		
Kelowna	CKOV	Saskatchewan			
Vancouver	CKWX	Moose Jaw	CHAB		
Kamloops	CFJC	Prince Albert	CKBI		
Alberta		Regina	CKCK		
Calgary	CFAC				

ALL CANADA

Exclusive Representatives

U.S.A.-WEED and COMPANY

CANADA — All-Canada Radio Facilities Limited

'Escape' Programs On Station Bring Relief From War

Light Shows Are Substituted For Censored Programs

By WALTER HAASE
Program Manager WDRC, Hartford

THE current gloomy war picture is causing a definite change-over in the program approach at WDRC, and our shift to the brighter and lighter features has already produced amazing results.

As interested as the public is in news of today, whether good or bad, it wants programs, too, of an "escape" nature. It wants to forget the bad news for a while and hear something which has nothing to do with the war.

So, proceeding on this theory, we have undertaken a quiet change-over in programming methods, and the mail response has been ever-increasing and gratifying.

Topics of the Day

Here's what we've done:

1. A brand-new program idea has been developed designed to replace the censored *Main Street, Hartford* man-on-the-street interview program. We're calling this new feature, *Man-Behind-the-Mike*.

Four staff members, usually announcers, group around a microphone for a 10-minute period, three times a week, and discuss extemporaneously such topics as "Should women wear slacks in public?" or "Should we live for today only?" or other issues of general appeal. It's light and informal, and frankly experimental, but letters have been pouring in after each program and, very soon, we're going to schedule this feature regularly.

2. We have developed a new program called *The Inside Page*, written and given by Chief Announcer Ray Barrett, for a 10-minute period each weekday and sponsored during four of the five periods. This feature, based on oddities in the news, stories with twists, keeps away from war topics, and definitely has built up a mid-day audience.

3. We have taken a highly-valuable period in the early evening schedule, from 6:20 to 6:30 p.m. (EWT) on Tuesdays and Thursdays, and given it to a new program, *Heard & Overheard*, with Jack Zaiman, newspaperman, as commentator. The program discusses anything from Saroyan to politics, book reviews to gentle kidding of everything in general. Openings and closings are full of joshing for the commentator, and the light approach is emphasized.

4. Wherever possible, we are using musical features. The routine items have been eliminated from the schedule. People want to be entertained now as never before, and radio must do the job.

Announcers have been urged to be as informal as possible in their station break announcements, and on their recorded feature programs at all times. The emphasis is now entirely away from the routine, and on a new enlivened atmosphere.

We feel we're on the right track because the new policy is producing dividends, besides making for a great deal more pep and enthusiasm among the staff.

PARTIES FOR DEFENSE WORKERS

Admission by Cigarettes Helps Soldiers and Provides Fun for Defense Workers

By RALPH SUMNER SILVER Jr.
WPAT, Paterson, N. J.

RADIO'S wartime role will long be remembered for its invaluable services, the recounting of which could fill volumes, but the most important of which are the maintenance and perpetuation of civilian and military morale.

An inspiring example of the new programs born each day in which this spirit has been engendered is the unique defense industry workers' parties sponsored each Sunday afternoon by WPAT, Paterson, N. J. Paterson is ranked as one of the country's busiest defense areas.

Workers' Morale

Bumping into scores of these transplanted defense workers wandering through the streets of Paterson looking for amusement, Steve Ellis, WPAT special events announcer, reasoned that the morale of these men was vitally important to Uncle Sam and someone ought to give this problem a little thought. Which is exactly what Ellis himself did.

First a number of the country's foremost band leaders were contacted and asked to donate their services gratis for parties to be given for defense workers in Paterson. From the start the orchestras, with the sanction of the American Federation of Musicians, the USO and help of countless entertainers eagerly plunged into the spirit of the move. Ellis with the consent of Army officials, obtained the huge 113th Infantry Armory in Paterson for the mammoth series.

All was in readiness, but Ellis had more ideas. Why not simultaneously do something for the men in the service as well as defense workers? The answer was simple—as admission price to the parties each worker was to donate one package of cigarettes. The smokes were then turned over to the Army for distribution to the soldiers. Plans are to charge razor blades, soap and other soldier necessities at future parties.

Record Attendances

The idea was a success. Defense workers, showing proper worker identifications, flocked to the inaugural celebration Sunday afternoon Jan. 25, bringing not only one package of cigarettes but in many cases, cartons. Entertainment was furnished by Ina Ray Hutton's Orchestra, the Four King Sisters, Lou Costello, Tony Galento and a number of other celebrities.

Since then attendance to the regular Sunday feature has exceeded 8,000 each week. Such popular entertainers as Benay Venuta, Wee Bonnie Baker, Blackstone the Magician, Willie Howard and orchestras of Vincent Lopez, Shep Fields, Vaughn Monroe and Dolly Dawn have been featured already with plans set for scores of others.

The parties are from 2 to 5 p.m. with WPAT broadcasting its pick-up from the Armory between 3 and 4. The station reports sensational audience reaction to the parties. Pleased with the success of its undertaking, WPAT feels that the idea could be employed in many other defense areas. George Felt, of Wright Aeronautical Corp., recently cited the importance of the WPAT parties, stating, "We're all working mighty hard to win this war right now, and it's a pretty important matter to see that our workers are provided with the right sort of recreation."

SMOKES FOR YANKS as Marilyn Duke sits in the middle of seven thousand packages of cigarettes at one of the defense parties of WPAT, Paterson, N. J. Each Sunday afternoon WPAT holds parties for defense workers, charging as admission only one pack of the smokes which in turn are turned over to the soldiers. Behind Miss Duke are Mary Szorda and Jean Koppenol, Wright Aeronautical Corp.

SPARE PARTS of an old WBNX, Brooklyn, transmitter have been donated to defense training schools. WBNX installed a new transmitter last May.

Labor Shortwave Series Sent to United Nations

TO FORGE a closer link between the workers of America and labor in the countries of the United Nations, Sidney Hillman, labor director of the War Production Board, inaugurated March 11 a series of shortwave labor broadcasts to Great Britain and Australia, which will be continued Wednesdays at 4:15 p.m. (EWT).

He spoke over WRUL, Boston, and was followed on the first program by three shipyard workers of the Federal Shipbuilding Co., Kearney, N. J. The programs are a continuation of the *Friendship Bridge* series started by WRUL and WMCA, New York, more than a year ago, built around the plan of having child evacuees talk to their parents in Britain. The labor programs will continue under the same name but will bring to the microphone working men and women from essential American war production plants who will speak to workers overseas. The programs originate at WMCA and will also be carried on other stations in this country. Dwight Cook, production consultant to World Wide Broadcasting Foundation, produces and directs the series.

DUE TO the paper shortage and the necessity for curtailing distribution of releases, the FCC has deleted from Section 1.196 (b) of its rules and regulations the provision covering notice of filing of all applications under Part I of Title III of the Act that "such lists shall be mailed to all persons who, in writing, request this service."

KARK NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"
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The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 Kc
MEMBER SON: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE EDWARD PETRY & CO

ramatic Commentator isappearing Rapidly, ombs Tells N. Y. Club

HE "elaborate hippodroming" of dio commentators in former days s pretty much disappeared dur- the last few months, George H. mbs, commentator of WHN, New rk, told the Radio Executives ub at its meeting last Wednes- y. "The news itself is too dra- tic to need any artificial drama- ing," he stated, adding that most mmentators today are devoting mselves to arousing the Ameri- n public to the realities of all- warfare and to rallying their teners to do their part in the r effort.

Mr. Combs' brief speech was the serious note in the WHN Day ogram, which included talks by erbert L. Pettey, station direc- r; Bert Lebhar, sales manager; em McCarthy, racing expert; ick Fishell, sports director; Adri- ne Ames, movie critic.

John Hymes, Lord & Thomas, resident of the club, announced hat more than 40 members have lready donated blood to the Red ross blood bank. This week's meet- g will be Awards Day, when the ub presents a plaque to the out- tanding program of the year.

Out-of-town visitors at the lunch- on included: Clarence Cosby, XOK; William B. Dolph, WOL; rank Kelly, WBEN; K. K. Hacka- horn, WHK-WCLE; Mike Lay- an, WSAZ; J. T. Van Sweringen, arold Cassill, WGNY.

Camel Troup in Panama

FIRST commercially sponsored en- ertainment for the nation's armed orces serving foreign bases since he outbreak of hostilities is now nder way with the arrival of the amel Caravan's *Grand Ole Opry* roup in the Panama Canal Zone March 10. R. J. Reynolds Tobacco o., Winston-Salem, N. C. (Camel igarettes), sponsor, was also the irst to enter the military enter- ainment field with shows exclu- ively for service men, when it aunched its *Grand Ole Opry* unit ast August at Camp Forrest, Tul- ahoma, Tenn. Three caravan units re now touring camps, naval sta- ions and marine bases. A complete our of Caribbean military and aval bases is contemplated for Unit I, the troup now in Panama. The shows are offered gratis to ervice men. Agency is William Esty & Co., New York.

Federal Article on British Advertising Supported by Commerce Dept. Bureau

EDITOR, BROADCASTING:

In the very generous space which you gave in your issue of March 2 to our editorial in *Domestic Commerce* entitled, "Advertising Puts Punch into Britain's War Effort," you make the following statement on page 50: "It was learned upon inquiry by BROADCASTING at the Department of Commerce, that its conclusions were purely the 'personal opinion' of its author."

I do not know from whom you obtained that information, but the giver was either uninformed, misunderstood, or misquoted.

The editorial in question, like a previous one on paid government advertising in Canada, was approved by the proper authority in the Bureau of Foreign & Domestic Commerce and appeared as its official view on this subject.

It is the statutory duty of the Bureau to "foster, promote and develop the foreign and domestic commerce of the United States". The article in question was prepared in line with our statutory functions, because of our view that a better war job can be done if the established channels of communication with the American public are used on a businesslike basis.

JOHN H. MORSE,
Chief, Commercial & Economic Information Division,
Department of Commerce.

March 10

Move to Revamp the NAB

(*Continued from page 10*)

marily responsible for organization of BVC, in the past has advocated dissolution of NAB and support of National Independent Broadcasters as an industrywide trade association. He is interim president of NIB, with L. B. Wilson, WCKY, Cincinnati, the vice-president, under a reorganization effected late last year.

Economy Move

The plea for economies in NAB operation first developed last January when John A. Kennedy, president of WCHS and the West Virginia Network, and 4th district director, proposed at an NAB board meeting that a survey be made of the budget and that it be sharply reduced. As a result of this, a finance committee, headed by J. Harold Ryan, Fort Industry Co. vice-president and assistant director of censorship in charge of radio, was designated.

Other members are Howard Lane, KFBK, Sacramento, and Frank King, WMBR, Jacksonville. Mr. Ryan has asked his committee to be in Washington Tuesday and Wednesday [March 17-18] to canvass the work of each department of the NAB, preparatory to the Thursday and Friday board meeting.

The economy move was thoroughly discussed at the executive session of the 4th district meeting at Roanoke. C. T. Lucy, general manager of WRVA, Richmond, in advance of the session on Feb. 14, had circulated the membership stating that he was finding it difficult to convince himself "we are getting our money's worth from the NAB".

He disclaimed any intention of resigning or assuming the role of agitator for lower dues but said he felt more money was being spent than necessary for a trade association and that with uncertainty "staring us in the face" it behooved stations to watch their step.

Formation of other trade associations in the industry is succeeding, he said, "because of dissatisfaction with our present setup". He added he was sure that one of the dissatisfactions was the amount of money NAB is spending and that it is "high time that our board of directors give due consideration to a reduction of our dues and a consequent retrenchment in some lines".

Responding two days later, Mr. Kennedy said that one cannot travel around with broadcasters in these times "without coming to a real realization that there are a great many general and specific complaints about the NAB and the conduct of its business as a trade association designed to represent all of the broadcasting industry". He added there was no question in his mind that the NAB budget "can, shall and eventually will have to be cut drastically". There are many functions for which the NAB is spending large sums of money that can be done without during the war effort, he said, adding that he saw no reason why a "very drastic cut in the expenditures of the NAB should not be made".

Paying for War Feature

MUNITIONS & Supply Department of the Canadian Government, to acquaint Canadians better with the war work being carried on in factories throughout Canada, on March 13 launched *Voices of Victory* on a network of 52 Canadian stations as a paid broadcast. The program features weekly visits to important war producing plants, with the first to a Bren gun plant. Program follows a Government financing campaign and is heard Fridays 10-10:30 p.m. Account was placed by Cockfield Brown & Co., Montreal.

ANDREW BELL, legal adviser on the Toronto station relations staff of Canadian Broadcasting Corp., has been loaned to the Censorship Branch of the Canadian Government as assistant broadcast censor under Col. R. P. Landry, CBC secretary and Canadian radio censor. He headquarters at Ottawa.

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS.
CLEAR CHANNEL

FOR COVERAGE
FOR QUALITY
FOR RESULTS
USE POWERFUL . . .
WLAW
LAWRENCE, MASS.
5000 Watts • 680 Kc.
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National Representatives
THE KATZ AGENCY, Inc.

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Last year's sales of eggs only in our ½-millivolt area. WIBW dominates this diversified, steady-income market. Let us prove it to YOU!
WIBW The Voice of Kansas in TOPEKA

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Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol for pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

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Phonograph Record Co.
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Chicago, Illinois
221 N. LaSalle St. Central 5275

Taylor Takes Post

(Continued from page 9)

Broadcasters Assn. when it was formed in 1937 as a segment of the NAB. The following year he was elected to the NAB board and has been a member of the board or of its executive committee since.

By virtue of the newspaper affiliation of the Taylor-Howe-Snowden stations, Mr. Taylor has been in the forefront of the newspaper divorcement proceedings before the FCC. The fact that the Commission has adopted rules, not yet effective, condemning group ownership of stations, also has placed Mr. Taylor in the camp opposing this regulatory reform.

A native Texan, Mr. Taylor was born in the tiny village of Bangs, on Aug. 10, 1906. He entered newspaper work at 17 as a linotype operator, shifting from the composing room to the business office two years later. When the *Amarillo Globe & News* in 1934 decided to enter the radio field, he was assigned the task of operating the new KGNC in Amarillo, a consolidation of the former half-time stations WDAG and KGRS. The group subsequently expanded, acquiring the other three stations, all placed under Mr. Taylor's direction. He is a stockholder in both the newspapers and stations.

Mr. Taylor has taken up temporary residence at the Wardman Park Hotel in Washington.

Dabadie WJBO Manager

ROY DABADIE, commercial manager of WJBO, Baton Rouge, has been named acting manager of that station and also of its FM adjunct, W45BR, following the departure of H. Vernon Anderson March 1 for duty in the Navy. Mr. Anderson, who was given a leave of absence, was called up as a lieutenant junior grade and ordered to report for duty at Crufts Laboratory, Harvard, where he will do technical research. Mrs. Anderson, who has been secretary of WJBO, takes charge of the WJBO business office.

THE NEW CHEX, Peterborough, Ont., went on the air March 16.

Consistent three-state reception for NBC Red and Blue Network shows that 722,841 listeners would not otherwise be able to hear.

WKBH LaCrosse WISCONSIN
REP. by: HOWARD H. WILSON CO.

TENTH ANNIVERSARY of Clinton Buehlman as m. c. of the WGR *Musical Clock* was celebrated by the staff of the Buffalo station, who clustered about for the usual cake-cutting ceremonies and congratulations. Mr. Buehlman wields the knife surrounded by (l to r): John A. Bacon, sales director; I. R. Lounsberry, executive vice-president; Florence M. Scutt, secretary; Herbert C. Rice, program director.

AMP to Test Fee On Transcriptions

Kaye Retained to Institute Action Against Publishers

CONVINCED that mechanical recording fees assessed by most music publishers are illegal, Associated Music Publishers Inc., transcription producers, last week announced retention of Sydney M. Kaye, New York attorney and executive vice-president of Broadcast Music Inc., to handle a test case involving the whole matter of mechanical recording fees.

AMP, it was learned, believes that electrical transcriptions, within the meaning of Section 1-E of the Copyright Act, are "parts of instruments" serving to reproduce mechanically musical works and therefore are subject only to a royalty payment of 2 cents per mechanical selection.

This fee has been paid for phonograph records but in the manufacture of transcriptions for broadcast use, fees ranging up to $10 per selection per year have been assessed for library recordings, while for sponsored transcriptions the additional fee is 25 cents to 50 cents per selection per performance.

Million a Year

While no precise figures are available, it is estimated that the transcription industry is paying to music publishers well in excess of $1,000,000 per year in these special recording fees. This cost, of course, is absorbed by the broadcasting industry.

To precipitate the litigation, AMP is expected to record selections proffering payment only of the 2-cent mechanical fee specified under Section 1-E. It is under contract, however, for the payment of the established scales and presumably will continue to make such payments in certain instances.

The fees are assessed through Music Publishers Protective Assn. Harry Fox is agent and trustee for certain publisher - members of MPPA. In most instances, the publisher - members of MPPA are identical with publisher-members of ASCAP.

Another phase of the litigation is expected to be the question of double assessment, since many stations hold ASCAP public performance licenses. It has been alleged that transcription companies have paid the higher fees to MPPA members because of the threat of restricting certain numbers for performance. Such restrictions are outlawed under the Dept. of Justice consent decrees entered into both last year by ASCAP and BMI.

On library selections, MPPA publishers are paid $10 per selection per year. This fee had been $15 per year but was reduced several months ago. An additional 25 cents for a popular tune and 50 cents for a production number is assessed where the library selection is used in a sponsored program. On tailor-made transcriptions, the 25-50 cents assessment applies.

While no official word has come from other transcription producers, it is understood that NBC Thesaurus may start independent test proceedings along similar lines. Both AMP and NBC heretofore have indicated that they intended to record works under the 2-cent statutory provision for the specific purpose of raising the test issue.

KIRO Revamps Sales

IN a reorganization of the sales division of KIRO, Seattle, Joe F. Hiddleston, formerly vice-president of Pacific National Adv. Agency, that city, was recently appointed station sales manager. J. A. (Archie) Morton, local sales manager, is now in charge of national sales. Loren Stone, formerly in charge of the latter division of sales, has been appointed assistant station manager. Hiddleston was account executive of KOMO-KJR, Seattle, before his agency affiliation.

PALMER HOYT, publisher of the *Portland* Oregonian, operating KGW-KEX, has been elected national president of Sigma Delta Chi, journalistic fraternity. He is a '23 graduate of Oregon U.

...ate of Newsmen ...n Java Uncertain

...bright Arrives Safely in ...stralian Port, However

...TH SEIZURE of Java by Japa... troops last week, CBS and ...tual have received no reports ... the safety of their correspond..., stationed for the most part in ...avia, capital of the Dutch East ...ies, although NBC has heard via ...le that Sidney Albright, its re...ter in that city, has arrived ...ely in Australia "after a hectic ...ht from Java", details of which ...not be revealed because of mili...ry censorship.

In his message to A. A. Schech..., NBC director of news and spe...l events, Albright reported that ...e was ready for assignment ...herever the fighting spreads."

Dunn Unreported

No word has been received from William J. Dunn, head of the CBS Far Eastern staff, who is understood to have left Java prior to the Japanese invasion, but has not reported his arrival in Australia.

Also missing is Frank Cuhel, Mutual correspondent in Batavia, who had expected to leave the island at the same time as Bill Dunn. Elizabeth Wayne, former MBS reporter in Java, who was supposed to have sailed for this country when Mr. Cuhel took over her duties, has not been heard from either.

None of the networks has heard from its correspondents in Manila, Tokio, or Shanghai [BROADCASTING, Feb. 23], and John Paul Dickson, MBS correspondent in Berlin prior to the shut-down of broadcasts to this country, is still among the missing. His name appeared, however, in a list of American foreign correspondents, who remained at their posts in Berlin, Paris and Vienna until the outbreak of war last December, and who edited the *Bad Nauheim Pudding*, only American newspaper now being published in Continental Europe.

Copies of the paper were enroute by *Clipper* last week to President Roosevelt and the Library of Congress, according to report by United Press, whose Berne bureau discovered the issues.

With Australia looming as the next battlefront of the war in the Pacific, UP last week opened a new and enlarged bureau in Melbourne to serve as a center of operations for its staff in the Far East, including Brydon Taves, Harold Guard, Don Caswell and Francis McCarthy.

Turnbull Joins Jones

HENRY TURNBULL, formerly of Blackett - Sample - Hummert, New York, and at one time with Maxon Inc., New York, is the first executive to be announced for the personnel of Duane Jones Co., New York, new advertising agency. Turnbull has been appointed assistant to Duane Jones, president, to head the firm's service staff.

Six Clear Channel Breakdowns Involved In 19 Applications Pending at the FCC

SIX of the country's Class I-A clear channels are involved in applications pending before the FCC from 19 stations seeking a breakdown of these frequencies.

Under the Commission's present rules Class I-A clear channels are occupied at night by one station with power of 50,000 watts or more with its primary service area, within the limits of the country, free from objectional interference from other stations on the same or adjacent frequencies. Class I-B stations may occupy the frequency if ample protection is provided for the signal of the dominant station.

Class I-A clear channels are distinguishable from those clear channels occupied by Class I-B stations which provide protection for one another on the same frequency.

Eight Ask for 640 kc.

Of the 19 applications, eight have asked for 640 kc., currently occupied by KFI, Los Angeles as the dominant station; five for the 660 kc. channel of WEAF, New York; three for the 770 kc. frequency of WJZ, New York; one each 830, 880 and 1160 kc. On 770 kc., one of the applicants, KOB, Albuquerque, N. M., currently holds a special service authorization to operate on that frequency with 50,000 watts daytime and 25,000 watts night.

Stations applying for assignments on Class I-A clear channels are:

640 kc.

WJHP, Jacksonville, Fla., 50 kw., DA, unlimited; WHCU, Ithaca, N. Y., 5 kw., DA night, unlimited; WOKO, Albany, N. Y., 5 kw., DA, unlimited; WCKY, Cincinnati, 50 kw., DA, unlimited; WCHS, Charleston, W. Va., 50 kw., DA night, unlimited; WKRC, Cincinnati, 50 kw., DA, unlimited; WCLE, Cleveland, 50 kw., DA, unlimited; WBIG, Greensboro, N. C., 50 kw., DA, unlimited.

660 kc.

KGIR, Butte, Mont., 50 kw., unlimited; KOWH, Omaha, 10 kw., DA, unlimited; KOIN, Portland, Ore., 25 kw., DA, unlimited; KFAR, Fairbanks, Alaska, 50 kw., unlimited; KVNU, Logan, Utah, 1 kw., unlimited.

770 kc.

KMBC, Kansas City, 50 kw., DA, unlimited; KXA, Seattle, Wash., 10 kw., DA, unlimited; KOB, Albuquerque, N. M., 50 kw.

830 kc.

WNYC, New York, 1 kw., specified hours (6 a.m. to 11 p.m.).

880 kc.

KDYL, Salt Lake City, 10 kw., DA, unlimited.

1160 kc.

WJJD, Chicago, 20 kw., DA night, unlimited.

DA—directional antenna.

KYW Music Pact

KYW, Philadelphia, after being deadlocked with the local musicians' union for almost two months, has accepted a new music contract. Retroactive to early January, KYW agreed to a $5 weekly wage increase for the studio musicians, similar to that secured by the union from WCAU. According to the new contract, agreed upon on March 6, Clarence Fuhrman continues as musical director. While negotiations were being carried on, the union permitted the musicians to remain at the station, but cancelled most of the shows it had been originating for NBC.

JAMMED BY JAPS
Operator Ruins CBS News
But Gives His Call

AXIS radio stations often try to "jam" news broadcasts of other foreign countries to the U. S. but the offending station is seldom identified, according to a March 12 statement by CBS. Recently a Japanese station interfered with the news broadcast of John Raleigh, CBS correspondent at Sydney, on the network's *The News of the World* program.

The offending operator kept up a continuous code signal: "CQ CQ CQ," and then from time to time gave his station signature, JAU-2. "CQ" is the normal wireless signal to all listeners but its steady sound belied its true purpose. The operator's intent was obvious. JAU-2, a Tokio station, was attempting to interfere with the Sydney broadcast.

ASCAP Regional Men Taught New Sales Policy

TWO-DAY midwestern conference of 22 ASCAP district managers, regional supervisors and field men was held in Chicago March 9-10 at the Hamilton Hotel. The meeting, presided over by John G. Paine, ASCAP general manager, was one of five regional meetings held the past two weeks in San Francisco, Hollywood, New Orleans and New York [BROADCASTING, Feb. 23] to explain to the ASCAP men in the field how to cooperate more closely with stations.

The field men were told how to "sell ASCAP to new subscribers instead of threatening litigation for infringement. Or, as Mr. Paine put it, "ASCAP is changing from a protective to a sales policy". Herman Greenberg, ASCAP counsel, and Bob Murray, public relations director, participated in the meetings.

Shell to Expand

SHELL OIL Co., New York, which during the late winter has been sponsoring spot announcements on a group of Florida stations, is enlarging the campaign March 16 with six spot announcements weekly on WHN, New York, and five weekly on *Here's Morgan* and *The Answer Man*, participating programs on WOR, New York. More stations will be added this spring, but are not yet set. Agency is J. Walter Thompson Co., New York.

New Blue Offices

NEW offices for the Blue Network are now under construction on the third floor of the RCA Bldg., New York, which the Blue staff plans to occupy by May 1. Total floor space covers 33,100 sq. ft., of which 4,600 ft. will be occupied on the second floor by the production and script departments, announcer and night program divisions.

MARK FINLEY, Don Lee Hollywood publicity director, on leave as first lieutenant in the Army, and his wife, Maxine, are co-authors of an article, *Twenty-Four Hours to Asia*, published in the March 14 *Saturday Evening Post*.

"Now that the boss advertises over WFDF Flint Michigan, I gotta work at figures—was a time I worked at intervals."

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

We Merchandise!

Follow-through! The difference between a good radio program—and a SUCCESSFUL one! We aim to move listeners from their radios to your retail outlets—repeatedly ... automatically! Are we successful? Write for facts!

WCBM
The Blue Network
BALTIMORE, MARYLAND
Natl. Rep.—Foreman Co., N.Y. & Chi.

CHNS
Halifax, N. S.
One of the finest equipped radio stations of Canada
Ask JOE WEED

CALLED TO SERVICE were both master and dog. Frank Goss, CBS Hollywood announcer, reported for military training one day after his pal, Wotan, a Doberman-Pinscher, was inducted into the Army's new Canine Command, auxiliary guard service composed of Shepherds and Dobermans.

LEVER BUYS NEXT TO DODGER GAMES

LEVER BROS. Co., Cambridge, Mass., with the start of the Dodger baseball broadcasts on WHN, New York, March 14, is sponsoring two quarter-hour periods of baseball and sports news immediately preceding and following each game for Lifebuoy soap and other products.

On a 29-week contract, the programs are handled by Bert Lee and Dick Fishell of WHN, with Marty Glickman pinch-hiting from time to time. The quarter-hour preceding each day's game is titled *Warm-Up Time* with news of the lineups, while the period after the game, called *Sports Extra*, gives highlights of the game and final scores of other baseball contests. Agency is Ruthrauff & Ryan, New York.

Sponsored by P. Lorillard Co., New York, for Old Golds, the games themselves are described by Red Barber, the sports announcer, assisted by Alan Hale, Chicago sportscaster, who handled the White Sox and Cub games last season, and previously announced the American Assn. games from Milwaukee. Hale fills the job formerly held by Al Helfer, now in the Navy. Lorillard agency is J. Walter Thompson Co., New York.

BMI Licenses Given Over 500 Outlets Indicating Solid Support by Industry

PROVING once more that the broadcasting industry is solidly behind its own music organization, BMI reported that as of noon last Thursday, March 12, date the new licenses became effective, signed contracts or wires stating that the contracts were in the mail had been received from 509 stations, representing an overwhelming majority of the industry dollar volume. Furthermore, of this total, 506 stations had elected the blanket license forms, with only three signing up for the per-program arrangement.

Expressing the belief that well over 600 contracts would be in by this Monday morning, Carl Haverlin, BMI vice-president in charge of station relations, said:

"Insofar as I have been able to check, after talking with more than 600 broadcasters at the recent series of NAB district metings, I have every reason to believe that at least 99% of our previous station subscribers will sign the new licenses.

"In fact, the total list of broadcasters subscribing to BMI should soon be larger than ever before, as we are receiving licenses from stations never before licensed by BMI. These newcomers are saying, in effect, 'We didn't think you could do it, but you've convinced us and we're signing up now for the next eight years.'"

Blanket Preferred

The almost unanimous acceptance of blanket licenses, with less than 1% of the present returns calling for the per-program plan, is said to show clearly that the industry generally is counting on BMI for most of its music. As of the first of the year, an analysis of ASCAP licenses showed a 3-1 ratio between blanket and per-program licenses, and subsequent reports have revealed a mounting percentage of the latter form of contract, with indications that the final result will be about an even distribution between stations taking blanket and those taking per-program licenses from ASCAP. The average broadcaster is thought to depend on BMI for his backlog of music and will buy only what tunes he needs from the ASCAP repertoire.

Returns of the BMI licenses were almost equally divided between network and non-network stations, it was reported, and the returns were also distributed fairly evenly among the 20 BMI revenue categories, indicating again that the BMI support is an industry-wide phenomenon and not a matter of groups or blocks lining up for and against.

The fact that there were still some contracts outstanding on March 12 is no cause for alarm, Mr. Haverlin said, pointing out that the number if licenses signed up is far ahead of the number in at this time last year, notwithstanding that the stations are now signing up for eight years in place of the one-year term of the former BMI licenses. The non-returns are no indications of non-renewals, he said, but are signs merely of absence, illness or procrastination.

SAVED THE MOYLANS

Clements Gets Sponsor for Juvenile Singers

HOW the American businessman is meeting problems resulting from the war priority situation, at least in the radio field, was the highlight March 15 of the Blue Network program *Behind the Mike*, which featured Mr. and Mrs. I. W. Clements, executives of the Clements Co., Philadelphia, describing how they sold the *Moylan Sisters* to Hecker Products the day after Thrivo dog food announced it would cease sponsorship of the Blue program.

After explaining to Mrs. Clements that Modern Food Process Co. was forced to discontinue the show because of the canning priority on dog foods, Mr. Clements told how he and his wife wrote several advertisers who might be interested in the show because of its high Crossley rating and proved popularity through mail response to a picture offer.

The program was due to go off the Blue in 19 days, but the day after the letters were mailed, executives of Hecker phoned Mr. Clements that they were interested in the show for H-O oats. Concluding the broadcast, Mr. Clements said: "On Jan. 26, five days after we heard the bad news from Thrivo, we signed the contract with our new sponsor . . . and the *Moylan Sisters* kept right on the air without a break."

RED BARBER, sportscaster of WOR, New York, is the subject of a biographical article, "The Barber of Brooklyn," written by Richard Hubler and scheduled for the March 21 *Saturday Evening Post*.

Blue Considering 2% Cash Discount

Auditors Figuring Its Effect On Network's Revenues

AS IT NOW stands, the new Blue Network rate card, which is expected to be ready for release in about a week, contains a provision for 2% cash discount for payment of bills within 10 days of receipt. If that provision withstands the close scrutiny it is getting from the Blue's statisticians, who are now calculating just how much it will decrease the network's net revenue, it will be the first time such a discount has been granted by a major network.

NBC and CBS last fall agreed to the discount for cash plan, long urged by the American Assn. of Advertising Agencies, accepting it "in principle," but as yet neither of these networks has worked out a method of putting this principle into practice.

Affiliates Affected

Designed primarily to encourage prompt payment by clients and to protect the media and the advertising agencies from losses by delinquent clients becoming insolvent, the cash discount has been pressed for radio by agency spokesmen who feared that otherwise it might be discarded by publishers now allowing it.

In the case of a radio network, allowance of such a discount involves, in addition to the actual loss in revenue, a decision as to whether the stations affiliated with the network shall be asked to carry their pro rata share of the discount, and if so what effect this will have on station relations. Since the discount has been set up as part of the Blue rate card in its present proof stage, the presumption is that it will be included when the card is issued, but Blue officials last week emphasized the fact that the final decision as to its retention has not yet been made.

Oakite Spring Spots

AS PART of the spring campaign for its cleanser, Oakite Products Inc., New York, the end of March will start three to five-weekly participations on three women's programs: Imogene Wolcott on the Yankee Network; Mildred Carlson on WBZ, Boston, and Laura May Stuart on WCAU, Philadelphia. Agency is Calkins & Holden, New York.

Nestle's Latin Discs

NBC RADIO Recording Division is the producer of 120 recordings in Spanish for Nestle's Milk Products (Export) spot radio campaign for Central America.

WBZ
Boston's most powerful station
50,000 WATTS
WESTINGHOUSE RADIO STATIONS, Inc.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Southwest School Meet Slated for Next Month

FIRST annual Southwest Audio-Visual Conference, to be attended by many radio, educational and governmental figures, will be held April 3-4 in the Washington-Youree Hotel, Shreveport, La. Sessions will be co-sponsored by the Louisiana State Dept. of Education and the General Extension Division of Louisiana State U and will serve as an exchange for the latest ideas and materials that can be used in the classroom.

Out-of-state speakers include H. L. Carty, director of WHA, Madison, Wis.; Robert B. Hudson, director, Rocky Mountain Radio Council; I. Keith Tyler, director of the Evaluation of School Broadcast Project, Ohio State U; S. Stephenson Smith, educational counsellor of ASCAP; A. L. Chapman, Director of Bureau of Research in Radio Education, U of Texas; Maj. Harold Kent, Radio Branch, Bureau of Public Relations, War Dept.; Dr. Herbert Walsh, director of the Emergency Training Program for National Defense; Alice Evans Field, Assn. of Motion Picture Producers and Distributors of America.

Insurance Spots

WESTMINISTER INSURANCE Co., Chicago, has placed a five-minute weekly newscast on WHB, Kansas City; quarter-hour on WIRE, Indianapolis, and three one-minute announcements daily on WPAT, Paterson. More stations will be added. Agency, newly appointed, is Schwimmer & Scott, Chicago.

Defense Gardens

DESIGNATED as the official program of the Victory Garden Committee, the CBS *Garden Gate* program keyed each Saturday from WLAC, Nashville, and WJSV, Washington, offers advice on the growth and culture of flowers and vegetables. Since its official acceptance, the last ten minutes of each program features Government speakers. Gov. Prentice Cooper, Tennessee, member of the Victory Gardens Committee, spoke March 14, explaining gardens in defense.

Fulton Lewis jr. in Film

FULTON LEWIS jr., MBS news analyst, has completed a 20th Century-Fox film, just released, entitled *Hub of the World*, a story of war-time Washington in which he is cast as narrater.

Fr. Coughlin's Revenues

APPEARING before an unemployment compensation commission on the ruling against the Radio League of the Little Flower's contention that it is a charitable organization and therefore exempt from state payroll taxes, Miss Alberta Ward, bookkeeper for Father Coughlin's organization, testified in Detroit March 11 that the radio priest had paid over to his parish more than $1,458,658 since the organization of his League. Miss Ward testified that the League's income was $404,469 in 1937, $574,416 in 1938, $102,254 in 1939 and $82,283 in 1940. She also testified that Fr. Couglin, as its president, received $2,600 in 1936 and 1937, $2,000 in 1938 and $2,100 in 1939, in addition to loans of $2,545 and $2,988 in 1936.

NEWS post of KMOX, St. Louis, set up for the last seven weeks in a window of a downtown department store, has resulted in a 25% increase in sales of newspapers by newsboys on that corner.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

SMALL, NON-NETWORK, ISOLATED RADIO, UNDER-DEVELOPED—SEEKS EXPERIENCED, PRACTICAL, ALL-AROUND MAN AS MANAGER. LIVING SALARY GUARANTEED. CHANCE TO SHARE IN PROFITS. IN YOUR APPLICATION STATE ALL DETAILS YOU WOULD SEEK IF CHOOSING MAN FOR THIS JOB. BOX 250, BROADCASTING.

Engineer—Experienced with RCA equipment and studio control. Position now open. State references, experience, draft status. Good starting salary. Mid-west NBC affiliated station. Box 249, BROADCASTING.

Regional South Carolina station—Has opening for announcer. Box 252, BROADCASTING.

Announcer—Experienced in all-round studio operation routine. Permanent. Send all details in first letter; also voice recording. Salary $25 to $35 per week. Box 248, BROADCASTING.

The Draft has rightfully taken from us as well as other stations. We need a good all-around announcer with chance for Program Manager. We need a capable sports and news announcer, too. If you are interested in a New England 250W Mutual-Yankee Colonial outlet going fine, write at once to Box 253, BROADCASTING, stating qualifications, draft status, age, experience, and salary expected. Wire *now!*

Situations Wanted

Seeking Connection in Public Relations Publicity department, New York or adjacent. Have professional education, broadcasting experience, ideas, contacts, capacity for and enjoy working. Draft exempt. Box 247, BROADCASTING.

RADIO EXECUTIVE—13 YEARS WIDE EXPERIENCE New York and Hollywood. Director-Producer-Writer-Business-Management with Agencies, Network and Local. Exceptional qualifications and references. Available for best opportunity anywhere in U. S. Age, 41. One dependent. Write Box 257, BROADCASTING.

Station or Commercial Manager Producing network station manager, now employed, excellent background station, newspaper, agency, national field. Desires change to ownership satisfied with reasonable progress . . . and willing to offer decent living in return for job well done. Married. Draft status 3-A Box 242, BROADCASTING

Situations Wanted (cont.)

ANNOUNCER-OPERATOR—Alert, intelligent. 4½ years experience announcing-operating-writing, last two years in semi-executive capacity. Married, want permanent position. Prefer warm climate, but the right offer will call me anywhere. Good references and further details on request. Box 243, BROADCASTING.

ANNOUNCER-PRODUCER—Of both easy to sell shows and results. 4 years radio experience, including professional actor, director and continuity director. Draft exempt. I have a morning show that really sells. Interested in metropolitan district. Present salary $50.00 per week. Box 244, BROADCASTING.

First Class Licensed, Experienced 250-watt Broadcast Operator—Wants transmitter job now. Ham since 1934. Formerly at WBTH. Married. 45. $35.00 week. Ohio preferred, no wild goose chases considered. W. S. Crooks, General Delivery, Akron, Ohio.

Operator-Announcer—Experienced Transradio Press Sportscasts, news, commercials, copy. Draft exempt. First class license. Five years experience. Two years at present position. Desires change. $40.00 per week. Box 245, BROADCASTING.

SALES and or STATION MANAGER—Now employed eastern local station network affiliate, desires connection progressive eastern station, whose owner will live up to word. 11 years radio experience. Direct sales, promotion, publicity, etc. Married, exempt. Box 256, BROADCASTING

OPERATOR First telephone, second telegraph; graduate RCA Institutes, attended college. Draft deferred. Eastern U. S. preferred. Box 251, BROADCASTING.

ENGINEER-ANNOUNCER Available at $40.00 for 48 hour week. First Class License. Network voice. One year's experience as heavy commercial announcer and newscaster. Under draft age. Write Box 258, BROADCASTING.

PROGRAM DIRECTOR Assistant manager. 12 years experience, streamlined efficiency. Box 246, BROADCASTING.

Program-Production Manager 16 years commercial radio, draft exempt—now with Columbia station. Wishes to make change. Box 254, BROADCASTING.

ATTENTION SOUTHERN STATION MANAGERS Commercial man desires connection with Southern station. Strictly a copy-writer, sales and production man. Box 255, BROADCASTING.

CHIEF ENGINEER Experienced 1 to 50 KW seeks connection with progressive station. Draft exempt. Box 241, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Price Praises Radio Industry For Patriotic Self-Censorship

Warns Against Costliness of Wartime Error; Fly Endorses Foreign Tongue Programs

HIGH PRAISE for the broadcasting and publishing industries for their "voluntary and patriotic" cooperation with the Office of Censorship was expressed by Byron Price, Director of Censorship, during Theodore Granik's *American Forum of the Air* on MBS March 7. At the same time he warned that "if voluntary censorship fails, dark hours may be ahead for free speech in the United States."

"The Office of Censorship is attempting, at the request of the President, to administer domestic censorship of information on a basis of voluntary and patriotic cooperation," said Mr. Price. "This process does not curtail free speech in that it places no restriction whatever upon expressions of opinion. It seeks only to keep information from the enemy.

Mistakes Can Be Costly

"I should like to say to the credit of the publishing industry and the broadcasting industry that the response, by and large, has been excellent. There have been some oversights and some mistakes. We have to expect that, but I think it pertinent now to remind publishers and broadcasters that in wartime mistakes can be extremely costly.

"We have found no instance where any publisher or any broadcaster has shown evidence of a deliberate attempt to sabotage this experiment in self-discipline, and I am encouraged to believe that no such instance will develop.

"I say this with fervent hope, because I know that if voluntary censorship fails, dark hours may be ahead for free speech in the United States."

James Lawrence Fly, FCC-DCB chairman, led off the discussion and on the panel also were Roy E. Larsen, president of Time Inc.; Raymond Gram Swing, MBS commentator, and Dwight Marvin, president of the American Society of Newspaper Editors and editor of the *Troy* (N. Y.) *Record*.

Mr. Fly asserted that "the task of censorship in our wartime democracy is to ban effectively, judiciously and uniformly anything which will give aid to the enemy; and beyond that to keep the channels of information open for complete and honest news reports, fair criticism and well-rounded discussion of public issues."

In the ensuing panel discussion, Mr. Fly raised the question of foreign-language broadcasts, which he said the Government does not want to stop since they reach foreign-speaking groups of citizens with Governmental messages such as the defense saving stamp and recruiting campaigns etc. He said:

"Two things should be borne in mind here. First of all, these stations are owned and operated by American citizens who assumed a great responsibility in operating them and who have shown that they are prepared honestly to discharge that responsibility. Secondly, large groups of our citizens can be reached only in their own native foreign tongue.

Foreign Phrases

"Like yourself, I receive occasional letters from listeners who have heard a broadcast in a foreign tongue, and recognized the words 'Hitler', 'Mussolini', and 'Bin deutsches seig', which means German victory. The listener assumes the program is praising Hitler and Mussolini and urging a German victory. Actually the speaker is saying, 'Hitler and Mussolini menace the freedom of every one of us. We must unite, native and foreign-born alike, to prevent a German victory.'

"I think it is as important to say that in Italian, German and Japanese as it is to say it in English."

The other speakers all expressed satisfaction with the work of the Office of Censorship so far, Mr. Swing in particular asserting that commentators welcome censorship and advice from the censors because they are often faced with "too great responsibility" if placed on their own.

"Theoretically," said Mr. Swing, "every American has a right to speak his mind. But not everyone can have the same right to the radio. It is a platform which is just so large — just as large as there are wavebands and there are suitable program hours.

"These are the peacetime restrictions. In wartime radio the restrictions are even greater. Public interest is concentrated on the war effort and the use of the radio to air unpopular opinions must be limited to those which bear on the war effort.

"As to radio's own speakers, freedom of speech in war time affects two headings, the distribution of news and the analysis of news. Here radio has accepted the definition that freedom and responsibility mean very much the same thing. Freedom without responsibility is license, and not an American right. Responsibility is something voluntarily accepted; it is the essence of freedom. And radio has set a standard of responsibility for its news and its analyses. The aim is to present news properly edited, accurate in every detail, and produced at the microphone without distortion and over-dramatization. This is the aim. No doubt it is not always achieved. But the effort is there.

"As to the news analyses, they are free and responsible expressions of the men who give them. The burden of responsibility is on them, insofar as directives of censorship are not involved, it is the profound desire of ... to maintain this sense of responsibility at the highest possible ... It is my impression that radio ... set a high standard, and that ... untary restraint is keeping ... dom of speech inviolate."

British Pattern

Mr. Larsen suggested the Br... censorship as a pattern for ... American, observing that "there ... less censorship in England ... nearly three years of war ... there was in England after ... months of war."

He declared that happenings ... pre-Vichy France contributed ... to the improvement in our ... censorship arrangement, stat... that the censorship imposed on ... French press played no small ... in the fall of France. In fact, ... said, "in France nothing ... proved finally true until it ... officially denied."

Miami Beach Test

AS THE FIRST STEP in the campaign planned by Steve Hannigan to ease the housing shortage in defense areas by promoting the living conditions in Miami Beach [BROADCASTING, Feb. 23], transcribed one-minute announcements were started last week on WBEN, Buffalo, on a test basis. Scheduled several times weekly, the announcements urge workers in the city who are non-essential to war industries to rent or sell their homes and apartments to defense workers with the assurance of comparable housing on a year-round basis in Miami Beach.

Drawn for BROADCASTING by Sid Hix

"He's Just Sold the Mellow Milk Co. a 52-Week Across-the-Board Program!"

NEWSPAPER SALE SEVERS WCAX T...

CHARLES P. HASBROOK, ... time publisher of the *Rich... Times-Dispatch*, who in M... 1939, purchased the *Burlin...* (Vt.) *Daily News* and its ... local outlet, WCAX, has sold ... newspaper and is retaining the ... dio station, which now oper... with 1,000 watts on 620 kc. ... CBS outlet.

Mr. Hasbrook purchased both ... radio and newspaper proper... three years ago for a reported ... of $57,000, with $17,000 design... as the valuation of the radio ... tion. Former FCC Chairman ... Ninch had protested against ... transfer because of the local new... paper-monopoly situation, but ... overriden by his colleagues.

The newspaper has been sold ... William Loeb, publisher of the ... *Albans* (Vt.) *Messenger*, who ... son of the former private secret... to President Theodore Roose... Mr. Loeb announced he would co... bine the circulations of the ... newspapers, but did not indi... whether the plants would ... merged.

Finney Is Named He... Of Three AMP Fir...

C. M. FINNEY, president of ... sociated Music Publishers, has ... been named president of AM... affiliates — Muzak Corp., M... Transcriptions and Wired Ra... it was announced last week.

Mr. Finney, who formerly ser... these latter companies as ... president, is now in complete ch... of all operations, taking over ... responsibility from Waddill Ca... ings, who has become chairman ... the board of all companies and ... is devoting his attention to spec... matters in the interest of furt... developing and expanding the ... ness, the announcement stated.

William B. Benton, former p... ner in the firm of Benton & Bo... and at present associated with ... U of Chicago, is a major sto... holder in the AMP-Muzak org... zation.

Will War CREATE a NEW "FORGOTTEN MAN?"

With the whole nation geared to produce for total war, there is danger that it may create thousands of new "forgotten men"—the wholesale and retail dealers who supply the needs of America's consumers.

As plants are converted to 100% war production, as sources of raw materials are frozen by government priority, it is not surprising that the first thought of some manufacturers is to curtail advertising, conserve resources.

Thus the dealer—in difficult straits—through no fault of his own—may lose an invaluable aid to holding the structure of his business together. These thousands of honest, sincere business men who have given unstinted cooperation to countless promotions and special campaigns deserve a better fate. For, wartime or peacetime, they can—and do—make or break any campaign—at the point of sale.

Meanwhile . . . with restricted automobile travel, the American small community, suburban and rural, is due to return to its own. Hence the importance of cementing strong dealer relations is greater even than in normal times.

To all dealers, continued advertising is the strongest possible evidence of your good faith in helping to protect the investment they have made. Your consistent schedule of advertising, reduced though it may be, is a constant reminder that you're seeing them through.

And after . . .

Advertisers who stick, instead of seeking distribution, will be sought out by the cream of financially stable retailers who have weathered the war . . .

And dealers, who in less strenuous times may be tempted by a longer margin, or free goods, or any one of a score of merchandising deals . . . in lieu of advertising . . . will be infinitely harder to lure from the fold of advertised brands.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION